LIFE

BEHIND RUSSIA'S 'NEW LOOK'

PART II OF THE EMMET HUGHES REPORT



SHOULD SHE CHANGE
HER ITALIAN HAIRDO?

20 CENTS

FEBRUARY 15, 1954

REG. U. S. PAT. OFF.

Armour Star Bacon is sweet-cured . . . slow-smoked . . . always flavor-fresh!

You can see and smell and taste the reasons Armour Star Bacon's so good. There's the dewy-fresh look this bacon has—the sweet, pleasing aroma—the promise of the same wonderful flavor in every slice. And every slice is a choice center slice. Armour Star Bacon is packed fresh every day for you—rushed flavor-fresh to your store under refrigeration. That's why this bacon never has a chance to lose any of its smoky-sweet flavor, any of its good looks.

Serve a platterful of crispy Armour Star Bacon tomorrow morning—with plenty of corn pancakes. (Just add a can of corn to your favorite pancake mix.) For other interesting bacon recipes write to the famous home economist, Marie Gifford, Armour and Company, Dept. 642, Chicago 9, Illinois.





You know it's good!

ARMOUR STAR

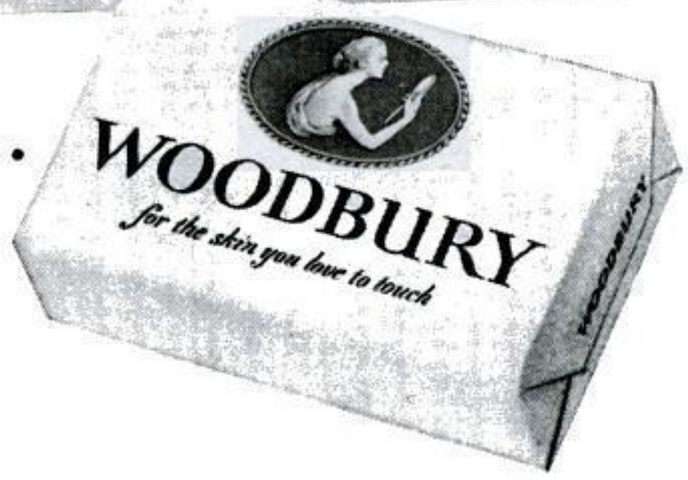
The Armour Star label is one of the world's great guarantees!



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You've never bathed like this before...



Smooth it on your face, your neck, your arms; feel this creamy lather on your skin. It's hard to believe that such gentle, smoothing care comes from a cake of soap... and not from a jar of costly face cream. Why? Because New Woodbury Soap is enriched with seven face cream oils and emollients, intended to help replace natural oils you usually wash away. Smooth Woodbury's lather on your face—for a fresh, radiant complexion. Smooth it all over—for loveliness head to toe. Enjoy its lingering floral fragrance. Use New Woodbury Soap . . . *"for the skin you love to touch"!*

New Woodbury Soap is enriched with 7 face cream oils

This One
KPFY-KZQ-DUTH

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BOY!

new-flavor Pepsodent tastes good!



SURPRISE! We have changed the Pepsodent flavor! We switched, because *grown-ups* prefer our new flavor, hands down. To our surprise, *children go crazy for it!* But that's not all . . .

A famous university proved Pepsodent's ORAL DETERGENT gives you the *cleanest teeth* of all leading toothpastes. Why? Because *only* Pepsodent has ORAL DETERGENT (the exclusive combination of IRIUM to clean teeth plus I. M. P. to polish teeth). Each brushing gives ANTI-ENZYME protection against decay. Of course, Pepsodent is *guaranteed* by Lever Brothers to please your whole family—or your money back.

New Flavor! Now at stores everywhere!



Have *you* tried New Pepsodent Chlorophyll?

Research proves **PEPSODENT'S ORAL DETERGENT** gives you the **CLEANEST TEETH**! Your own proof is the

Clean Mouth Taste for Hours

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Their Love made such Wonderful Music!



HEAR THESE MEMORABLE GLENN MILLER HITS!

MOONLIGHT SERENADE
LITTLE BROWN JUG
IN THE MOOD
PENNSYLVANIA 6-5000
STRING OF PEARLS
TUXEDO JUNCTION
CHATTANOOGA CHOO-CHOO
and many, many more!

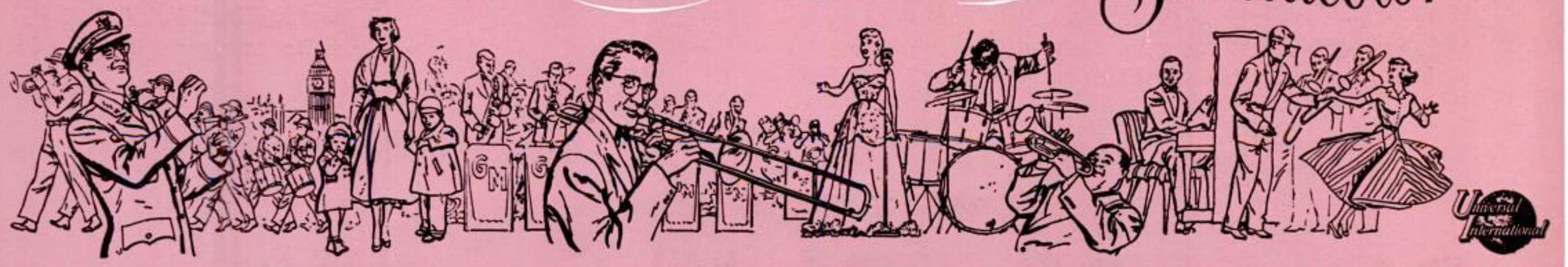


Universal-International presents

JAMES STEWART · JUNE ALLYSON

"The GLENN MILLER STORY"

COLOR BY Technicolor



with

CHARLES DRAKE • GEORGE TOBIAS • HENRY MORGAN *and these Musical "Greats" as Guest Stars!* FRANCES LANGFORD • LOUIS ARMSTRONG • GENE KRUPA • BEN POLLACK • THE MODERNAIRES

Directed by ANTHONY MANN • Written by VALENTINE DAVIES and OSCAR BRODNEY • Produced by AARON ROSENBERG

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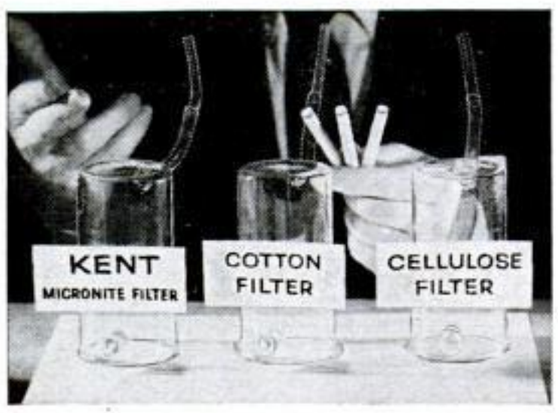
KENT—and KENT alone—has the exclusive MICRONITE FILTER. It removes far more tars and nicotine than any other filter cigarette—king size or regular, old or new.

Smokers: Here's proof you can see...

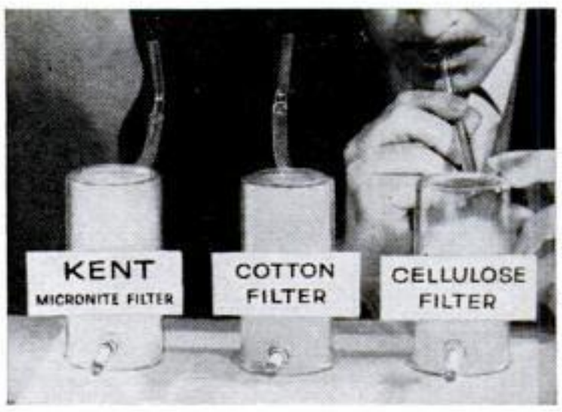
KENT

gives greater protection than any other cigarette

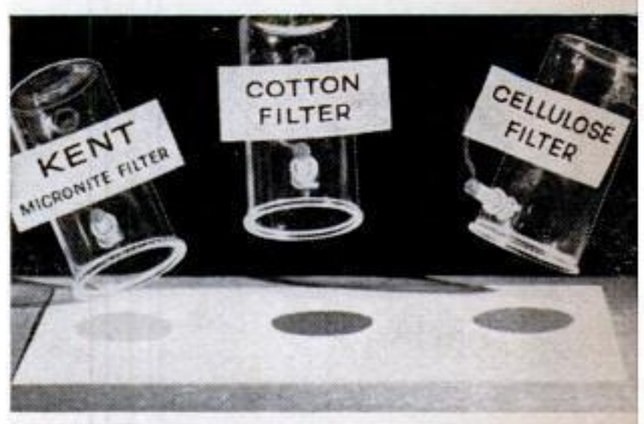
KENT—and only KENT—can show you this visual proof of greater protection—so important to at least 1 out of 3 smokers medical reports say is sensitive to tars and nicotine!



To show you conclusive proof of the greater effectiveness of KENT's Micronite Filter over other types of filter cigarettes—three special glasses, made with tubes through which smoke can be drawn, are set on a sheet of plain white paper.



Smoke from KENT is drawn into one glass; smoke from a cotton-type filter cigarette into the second; smoke from a cellulose-type filter cigarette into the third. The smoke is drawn into the glasses just as it would enter your mouth.



When tar particles and nicotine have settled, see the stains left by irritants in the smoke of the other types of filter cigarettes—see, too—scarcely a trace from KENT . . . visual proof that KENT removes far more tars and nicotine!

Enjoy KENT with exclusive Micronite Filter

for the greatest protection you can get in any cigarette

"Kent" and "Micronite" are registered trademarks of P. Lorillard Company







Will you have the money to enjoy these

. . . after you retire?











You will . . . if you have a MONY retirement policy!

Perhaps you can count on money enough to "get by"—but will you have to give up the important "little extras" that make life so pleasant?

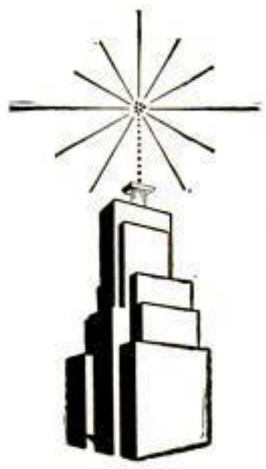
With a MONY retirement policy, you can look forward to enjoying life to the full. For you'll have not only the *time* to do the things you want, but *money* as well.

A MONY retirement policy helps you put aside money *regularly now* in amounts small enough to fit easily into your budget. *Then* you can be sure you'll *have* money when it's time for you to take it easy. Or, if you don't live to retire, the full value of the policy will be paid to your beneficiary. Only life insurance gives you all these advantages. And no company can offer you better life insurance than Mutual Of New York. Behind every MONY policy stands the strength of one of the largest mutual companies in the world, *and* the counsel of trained representatives—at your service throughout the U. S. and in Canada. Mail this coupon today.

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The Mutual Life Insurance Company of New York



MONY TODAY
means money tomorrow!

The Mutual Life Insurance Company of New York, Dept. L-24
Broadway at 55th Street, New York 19, N. Y.

I would like free information about a MONY policy to cover my needs as follows: (please check.)

() *Income for my Retirement*
() *Income for my Family*
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() *Pay Off my Mortgage*
() *Tax-Free Disability Income*
() *Hospital, Medical Benefits*
() *Insurance on my Children*

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Address_____
City_____ County_____ State_____
Occupation_____ Date of Birth_____

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The Editors of THE READER'S DIGEST, THE SATURDAY EVENING POST, THE AMERICAN WEEKLY AND OTHER MAGAZINES *convinced me...*



LISTERINE

ANTIZYME

TOOTH PASTE

can stop the major cause of tooth decay every minute of every day

DEVELOPED AT A GREAT UNIVERSITY DENTAL SCHOOL

"All my favorite magazines—the ones I rely on for ideas that will make me a better wife and a better mother—recently carried articles about the scientifically proven, new and better way to guard against tooth decay.

"For a while, I was all confused about anti-enzymes; but those articles cleared everything up for me. They named, by name, the anti-enzyme (sodium dehydroacetate). This effective ingredient is found only in Listerine Antizyme Tooth Paste. They explained how this exclusive anti-enzyme ingredient is brushed right onto tooth surfaces . . . and stays there. You can't see it, taste it or feel it . . . but it's there, protecting your teeth every minute of every day."

No ammoniated tooth paste . . . no chlorophyll . . . no "regular" tooth paste protects like this. Antizyme stops the enzymes that produce decay acids . . . stops them for 12 to 24 hours after each brushing.

Only Listerine Antizyme Tooth Paste Contains This Continuous Action Anti-Enzyme

The great difference between Antizyme and other types of tooth paste is that Antizyme's protection is 12 to 24 hour protection. It lasts all day long—protects teeth every minute of every day. Other types of tooth paste protect you for only a few minutes . . . 30 minutes at the most. After that, they leave you unprotected against the major cause of tooth decay.



Other Types of Tooth Paste—½ Hour Protection—Without exception other types of tooth paste . . . regular, ammoniated, chlorophyll or part-time anti-enzyme . . . are only effective temporarily . . . sometimes for less than half an hour. In Acidometer tests (electronically measuring decay acids on the teeth) made 30 minutes after brushing with ordinary tooth paste, people susceptible to tooth decay, showed "dangerous decay acids" in almost every case.



Antizyme Tooth Paste—All Day Protection—In tests using Antizyme Tooth Paste, the Acidometer showed "no harmful decay acids on teeth" for 9 people out of every 10 . . . even though more than 12 hours had passed since the last brushing.

Don't let your children go another day without this new protection, morning and night. Buy Listerine Antizyme Tooth Paste for your family today.





No other type of tooth paste . . . even those claiming anti-enzyme action . . . protects against tooth decay every minute of every day!

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The Revolution in Sheets

...it began in homes... spread to hotels, hospitals

Four years ago, American housewives saw advertised in this magazine an innovation in sheets—a mattress-fitting bottom sheet with four boxed corners to slip over the mattress. Its neat, slip-on fit eliminated the tedious folding and tucking necessary to make a bed with flat sheets. Moreover, the sheet stayed smooth all week—couldn't pull out even with the most restless sleeper.

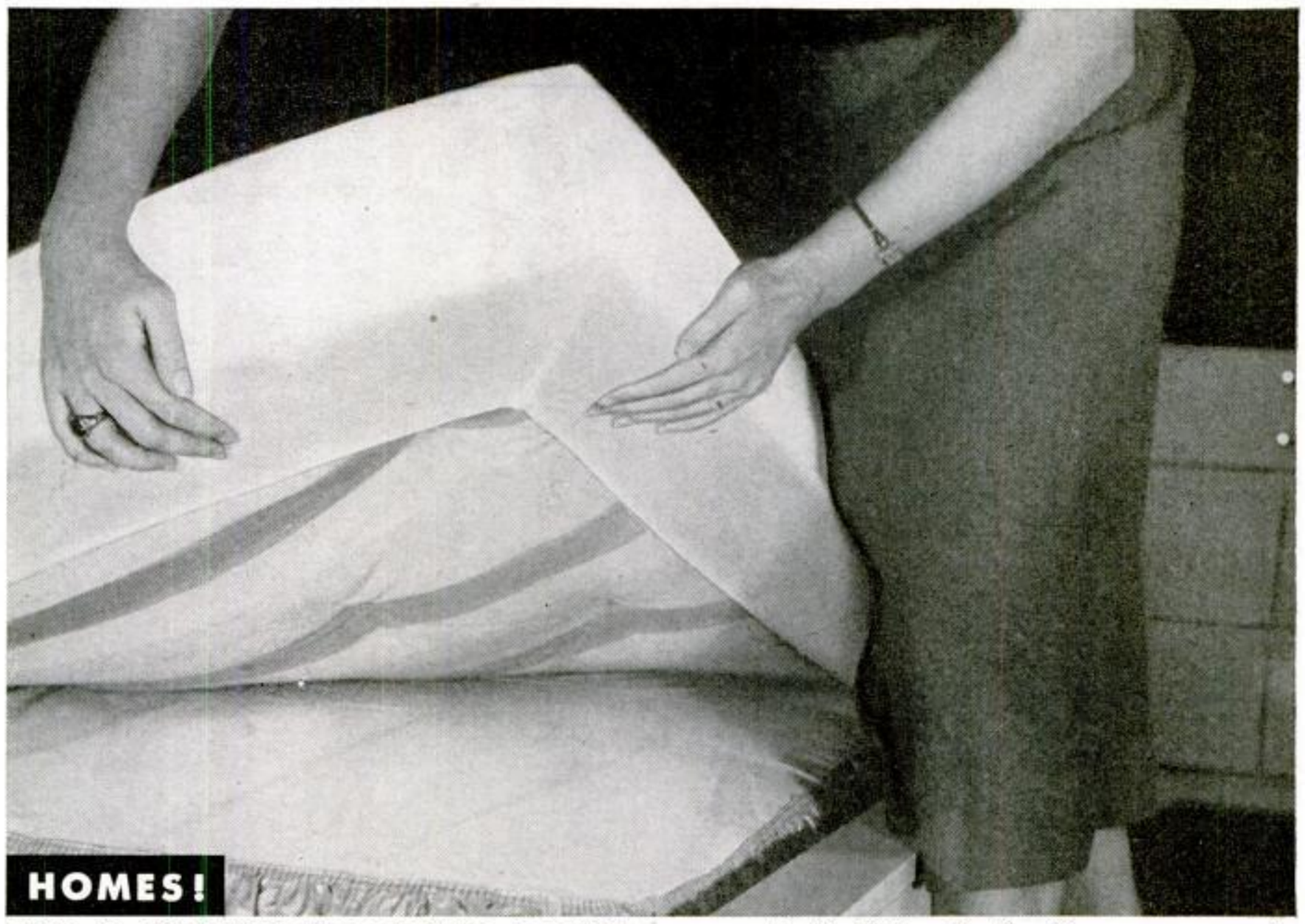
The sheet was called the Pacific Contour®. It caught on like wildfire. So many millions of housewives eagerly changed to this work-free bottom sheet that the Pacific Contour makers brought out a Top* sheet.

Two boxed corners anchor this Pacific Contour Top to the mattress foot. And to provide extra kick-freedom—a unique expansion fold (patent applied for) balloons up a full six inches—at your toes' touch.

These famous Pacific Contour top and bottom sheets are now in countless homes throughout America. Today over 14,000,000 Pacific Contours are easing bedmaking work for housewives . . . and providing sleepers with smoother comfort.

*Pat. Pend.

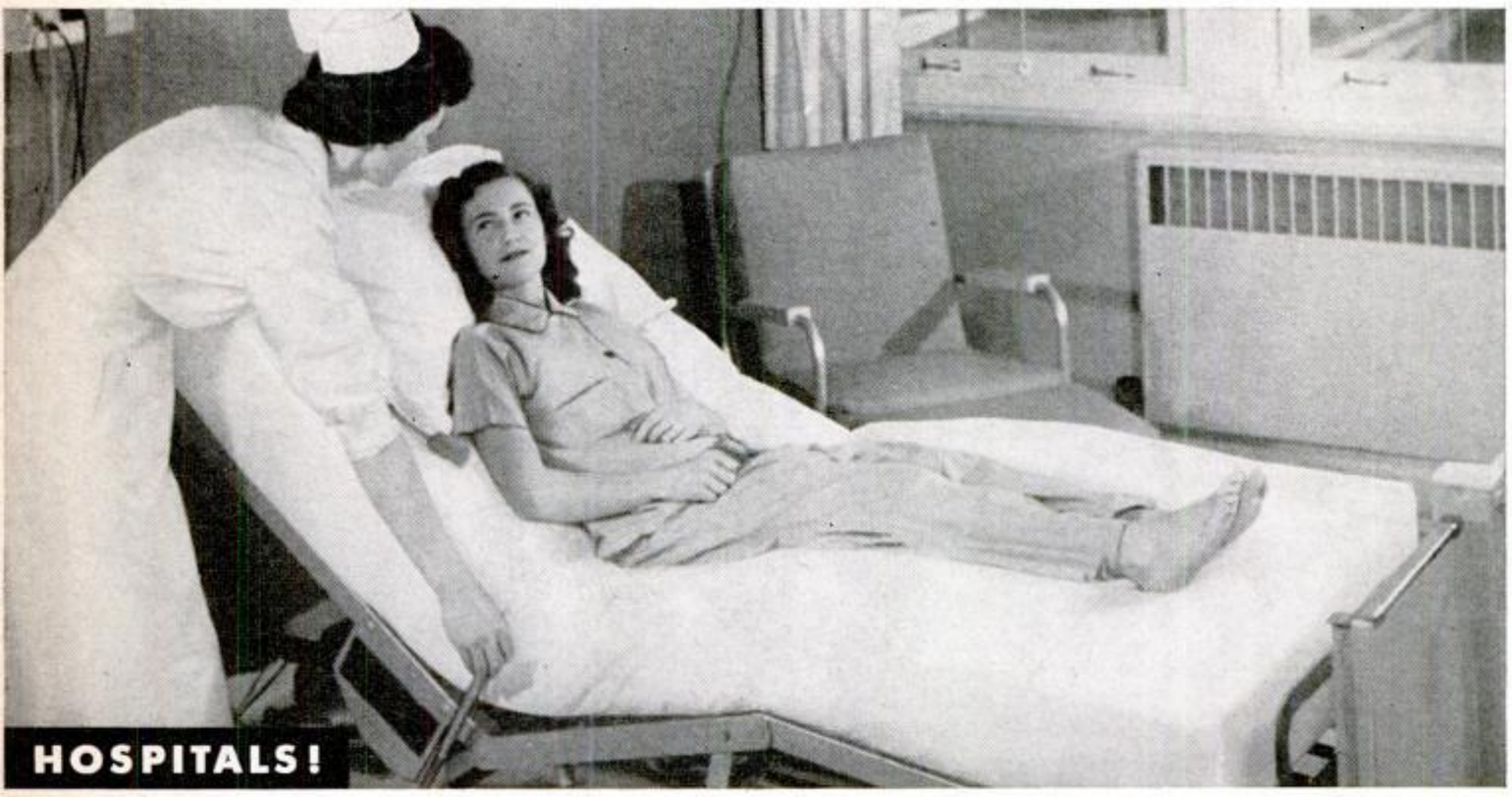
"Contour" is the registered trademark for Pacific's mattress-fitting sheet



THIS IS THE FAMOUS PACIFIC CORNER *that revolutionized bedmaking . . . started millions using Pacific Contour Sheets.* Women marvel at the easy-on fit of these corners—the way the sheet centers itself. Today, Pacific Contours are made for *all* standard mattresses: twin, double, three-quarter . . . even the new 4½-inch thick Foam Rubber mattress. In colors, too. All Sanforized.®



YORK SPEED TESTS at Hotel Davenport prove Pacific Contours much faster than flat sheets for bed's first-make . . . up to 4 times faster in daily remake of bed. A neater bed produced in far less time! Pacific Contours are the only sheets awarded the York Seal of Quality Control.



EVERY ADULT BED *in the Waukesha Memorial Hospital is now in Pacific Contours—after 14-month test in maternity department.* "Patients more comfortable". . . "savings of 6¢ per patient per day" are reasons why the management prefers Pacific Contours. Nurses found trim-fitting Pacific Contours could be changed in half the time of flat sheets. Never wrinkled . . . stayed clean longer . . . even wore longer.

In Hospitals and Hotels...

Budget-minded management began appraising the savings in nurses' and maids' time with this revolutionary sheet. They considered, too, the extra comfort to patients, to guests. But before acting, these canny businessmen wanted *proof* that Pacific Contours would pay their way.

The Waukesha Memorial Hospital first tested the Pacific Contour Bottom sheet in its 30-bed obstetrical department . . . and shortly converted every adult bed in the hospital to this time-saving sheet.

At the Davenport Hotel in Stamford, Conn. . . . the York Research Corporation time-clocked bedmaking speed of Pacific Contours vs. Flat sheets . . . proved a faster first bed-make, up to four times faster remake of beds.

To clinch matters, the American Institute of Laundering has developed new methods for washing, ironing and folding Pacific Contours which reduce the cost of commercial laundering to only a fraction of a cent more than flat sheets.

Write for booklet—Pacific Mills, Dept. 2L, 1407 Broadway, New York 18, N.Y.

EVERYBODY'S CHANGING TO PACIFIC CONTOUR® SHEETS

PACIFIC CONTOUR SHEETS • PACIFIC CONTOUR CRIB SHEETS • PILLOWCASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH

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AFTER SHAVING

Dims Shine
Feels Fine
Doesn't Show



Finishing touch for every shave! Neutral tint – won't show on your face. Helps cover nicks, blemishes. Finest Italian Talc – *hammerized* for ultra fine texture! Crisp scent!

P. S. *Also try new* white *Mennen* Bath *Talc for Men!*

MENNEN
AFTER-SHAVE TALC
FOR MEN

"Also available in Canada"



LETTERS TO THE EDITORS

EDITORIAL

Sirs:

Congratulations to you for "Getting the Pussyfoot Out of Politics" (LIFE, Jan. 25). It ought to be required reading for every candidate. The trouble with most of us in politics is that we scare too easily.

PAUL L. PARKER
Iowa State House of Representatives
Des Moines, Iowa

Sirs:

May I compliment you on the editorial on U.S. political practice.

Were I qualified to give any advice to our young people entering politics, it would be to take the people into their confidence and to always tell them the truth.

JOHN H. COOKE
New York State Senate
Albany, N.Y.

Sirs:

Congratulations on your editorial, but you do the egg industry an injustice. There has been no price support program for eggs for the last four years, and no eggs are held by the government —facts of which we are very proud.

CLIFF D. CARPENTER
President
Institute of American Poultry Industries
Chicago, Ill.

HIGH STYLE

Sirs:

Your story "High School Set's New High Style" (LIFE, Jan. 25) is an insult to the American boys who still dress as normal human beings. . . .

MICHAEL GUTERMAN
Blairstown, N.J.

Sirs:

I believe you have helped the teenage boy get across to his parents that this type of clothing won't mar his personality or outlook toward life.

ROBERT HASTIE
Alpena, Mich.

Sirs:

Hail, jungle jackets and
curly necked shirts!
Onward, sirs, onward to
ruffles and skirts!

DICK O'BRIEN
Classical High School
Springfield, Mass.

Sirs:

. . . Thanks for explaining the psychology of High Style, but I think I'll still cross the street when I see one coming.

ISOBEL KAUFMAN
Storrs, Conn.

Sirs:

Didn't that irate father from Lynn, Mass. go to high school himself? He must surely remember the young Valentinos around 1923 who used to promenade the corridors with long, slick hair, sideburns and bell-bottomed trousers with a stripe down the side!

A fine, nostalgic picture of the Sheik Suit might refresh a lot of short memories.

VILLA STILES
Newark, N.J.



● Here is the Sheik Suit, as sketched in a 1923 issue of the *National Retail Clothier*.—ED.

Sirs:

. . . Every time I put on a roll-collar shirt my dad bursts out laughing, and I look at him in his golf hat, checked shirt and bow tie and just let it ride!

LARRY BLYTHE
New Bern, N.C.

Sirs:

Thank you for the understanding article on High Style. These ghastly clothes have caused me mild discomfort, but I feel much better about them now. . . .

Reverend F.F.E. BLAKE
Rector
Saint Paul's Church
Philadelphia, Pa.

ARCTIC AIR BASE

Sirs:

Congratulations to Photographer Silk and the staff for an excellent job of showing what the U.S. is doing to guard itself against atomic attack ("Port of Call: Thule," LIFE, Jan. 25). . . .

TED ISAKI
West Jordan, Utah

Sirs:

Your article on the Thule Air Force Base gave a very interesting picture of this important outpost. However, your readers are told that the base was constructed by the U.S. under a "99-year lease" from Denmark. As the word "lease" usually implies payment received, I want to make clear that Denmark has granted its NATO ally the right to develop the Thule defense area not as a lease, but as part of our work in the common Western defense.

The Danish-American agreement of April 27, 1951, under which the Thule defense area was developed, is to "remain in effect for the duration of the North Atlantic Treaty," which is for 20 years.

HENRIK KAUFFMANN
Ambassador of Denmark
Washington, D.C.

Sirs:

As a member of the George Washington University Traveling Troubadours, I spent part of my Christmas vacation in Thule. While there I learned that the men at the base have a saying which gives special significance to your picture of a tree being imported. The saying is: "There's a girl behind every tree, only—no trees!"

DOTTIE MILLER
Washington, D.C.

Sirs:

Although Thule is almost universally mispronounced as you indicate ("Tooley"), reference works are agreed that the standard "th"—tongue-point interdental fricative—as in Third Avenue and Thirty-Third Street, is correct.

MAJOR ALBERT C. WEIDENBUSCH
USAF
Fort Worth, Texas

● Authoritative gazetteers notwithstanding, Americans at Thū'lē pronounced it Tooley.—ED.

STUDENT MISSIONARIES

Sirs:

Your article on Baylor University "Missionaries to Moppets," (LIFE, Jan. 25) is wonderful. If students in all sections could extend this type of assistance to the needy regardless of creed and color, it would encourage this country to become the most religious as well as the greatest country on earth.

E. L. HARP
Atlanta, Texas

KING ARTHUR RIDES AGAIN

Sirs:

In "CinemaScope in Flower" (LIFE, Jan. 25) who the devil is the "wounded Val" being comforted by luscious Janet Leigh?

J. R. CAREY
Middletown, Conn.

Sirs:

The layout on our picture, *Prince Valiant*, is very beautiful and I'm really thrilled, but through an oversight you omitted the name of Robert Wagner who plays Valiant. I feel an obligation to call it to your attention because Bob gives a really outstanding performance.

JANET LEIGH
Hollywood, Calif.



● Herewith letter-writer Leigh with Co-star Wagner.—ED.

Sirs:

LIFE should not have said flatly that the round table in 20th Century-Fox's *Prince Valiant* was less authentic than the one in M-G-M's *Knights of the Round Table*.

CONTINUED ON PAGE 11

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How to give shoes that bootmaker's look

Time doesn't mean much to a bootmaker. They'll rub leather for hours and hours to give it that fiery, deep glow.

But you're too busy, aren't you?

Yet, you can give your shoes that expensive hand-rubbed look in just a matter of minutes. Dress Parade Stain Boot Polish is the answer. It not only *waxes* as it *polishes,* but it has special ingredients that make your shine last on and on.

Dress Parade is also a stain. That means it covers every scuff mark and keeps shoes looking their "store window" best.

And speaking of store windows, shouldn't the price tags on shoes nowadays remind you they deserve Dress Parade?



This is the exclusive "finger clean" applicator that comes inside each Dress Parade can.

DRESS PARADE STAIN BOOT POLISH

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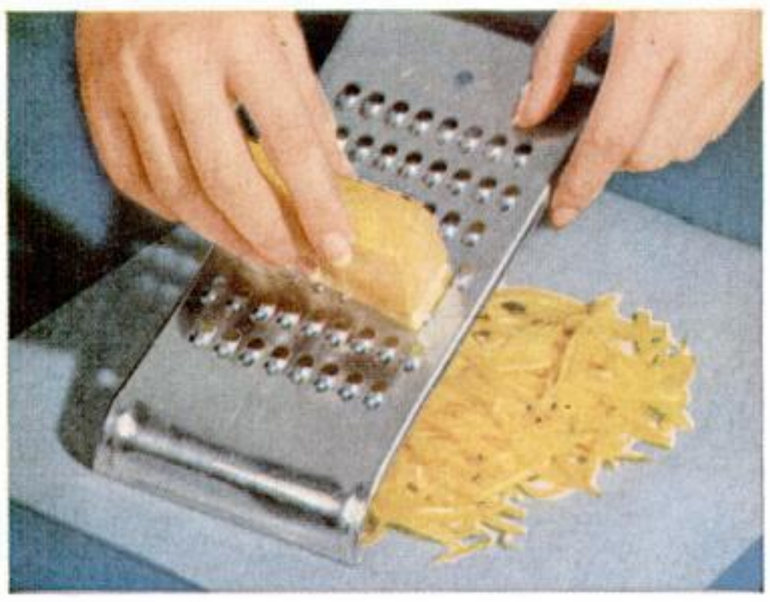


Keep this page handy

6 things you and Bisquick can do with biscuits

from Betty Crocker

OLD-FASHIONED BISCUITS Just add milk to Bisquick. They come out light and tender as a happy heart. Let the butter melt down in, then the jam or honey or warm syrup. Some families never seem to get enough.



CHEESE BISCUITS Try these with soups or salads. Just before you add the milk to your Bisquick, put in half a cup of grated sharp Cheddar or American cheese. Then mix it all like the Betty Crocker directions on the package say.



BACON BISCUITS These are something special with scrambled eggs. Fry about four strips of bacon very crisp, then crumble them into the Bisquick before you add milk. Nice little extra touch at dinner, too.



HERB BISCUITS Wonderful to serve with roasts and stews. Sprinkle ¼ teaspoon of nutmeg, ½ teaspoon of crumbled dry sage and a teaspoon of caraway seeds into the Bisquick before adding milk. Mighty spicy.



DROP BISCUITS Simplest, easiest of all. No rolling out, no cutting . . . just add milk to Bisquick like it says on the package and spoon the dough out on the cooky sheet. Same good flavor . . . same wonderful lightness.



BUTTERMILK BISCUITS Some folks never use anything but buttermilk for their Bisquick biscuits. They like the richer flavor. Buttermilk's a little thicker than regular milk so you may need a little bit more of it.



ORANGE BISCUITS Save this idea for your next afternoon party. Add a teaspoon of grated orange rind to your Bisquick . . . then instead of using all milk, use ¼ cup of orange juice and ½ cup of milk.



MEAT PIE



MUFFINS



PANCAKES



WAFFLES



SHORTCAKE



COFFEE CAKE

For feeding a family you can't beat Bisquick



DUMPLINGS



BISCUITS



VELVET-CRUMB CAKE



NUT BREAD



COBBLER



COOKIES



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LETTERS TO THE EDITORS CONTINUED

We based the creation of the *Valiant* round table on a 14th Century miniature (*below*) contained in *The Arts in the Middle Ages* by La Croix, an illustration from Tennyson's King



Arthur, and a picture from the Metropolitan Museum of Art of the round table in Winchester Castle in England. All these show open-centered tables. Since M-G-M's round table is, to quote you, based on "a composite of several medieval tables in English castles," it could hardly be more authentic than ours.

WALTER M. SCOTT
Director
Property Department
20th Century-Fox Film Corp.
Beverly Hills, Calif.

BORROWED BABIES

Sirs:

I would like to defend Professor Ruth Schmalhausen's plan to give her students real practice on borrowed babies (LIFE on the Newsfronts of the World, LIFE, Jan. 25). This plan has worked with great success for more than 15 years at West Virginia University. . . .

COVA S. REXROAD
Baltimore, Md.

SPANISH CLOISTER

Sirs:

Among the original stones in North Miami Beach's imported 12th Century Spanish monastery ("Cloister in Crates," LIFE, Jan. 25) is a weathered limestone statue (*below*) of the man who had it built—King Alphonso VII



(1104–57) of Castile and Leon. The king, who won many victories over the Moors, originally held a sword in his right hand, but this was broken off sometime during previous centuries.

CARROL MUCCIA
New York, N.Y.

COURAGEOUS TWINS

Sirs:

Since childhood I have been physically handicapped, a victim of progressive muscular dystrophy.

My sincerest congratulations to the Kalthoff twins ("Twins Ride Out an Affliction," LIFE, Jan. 25) and also to LIFE for presenting such a perfect picture of courage, stamina and resourcefulness.

YETTA E. DUNN
Kinston, N.C.

JET TRANSPORT

Sirs:

The article on jet transport ("Did the Jet Age Come Too Soon," LIFE, Jan. 25) is the clearest, most concise analysis for laymen I have read. . . .

L. L. DOTY
Washington, D. C.

LANGUISHING LION

Sirs:

Tex is being killed with kindness ("Lion in a Pine-Paneled Den," LIFE, Jan. 25).

SARAH K. GARDNER
Boston, Mass.

Sirs:

. . . Jeepers! Don't they ever take him out for a walk?

ERIKA COURLANDER
Detroit, Mich.

● Tex gets his exercise in a pen in the backyard which he can reach through a door from his living room cage.—ED.

Sirs:

My prescription is: get Tex to a wide-open jungle as soon as possible. . . .

ELIZABETH JEFFERSON LANGAN
New York, N.Y.

Sirs:

If the owners will feed the lion several live rabbits, his condition will improve. . . .

FRANCES E. LANDRUM
Auburn, Ala.

Sirs:

Tex's appetite might be aroused with an eggnog tonic composed of two egg yolks, three tablespoonfuls of cream, three teaspoonfuls of whisky and three teaspoonfuls of sugar beaten together and given twice daily for about a week. He also needs grasses in his diet. . . .

LEONORE BRANDT
Former Curator
Cincinnati Children's Zoo
Cincinnati, Ohio

Sirs:

The owners should get this animal to a zoo immediately and have him meet some other lions.

ELIZABETH PALMER, M.D.
Troy, N.Y.

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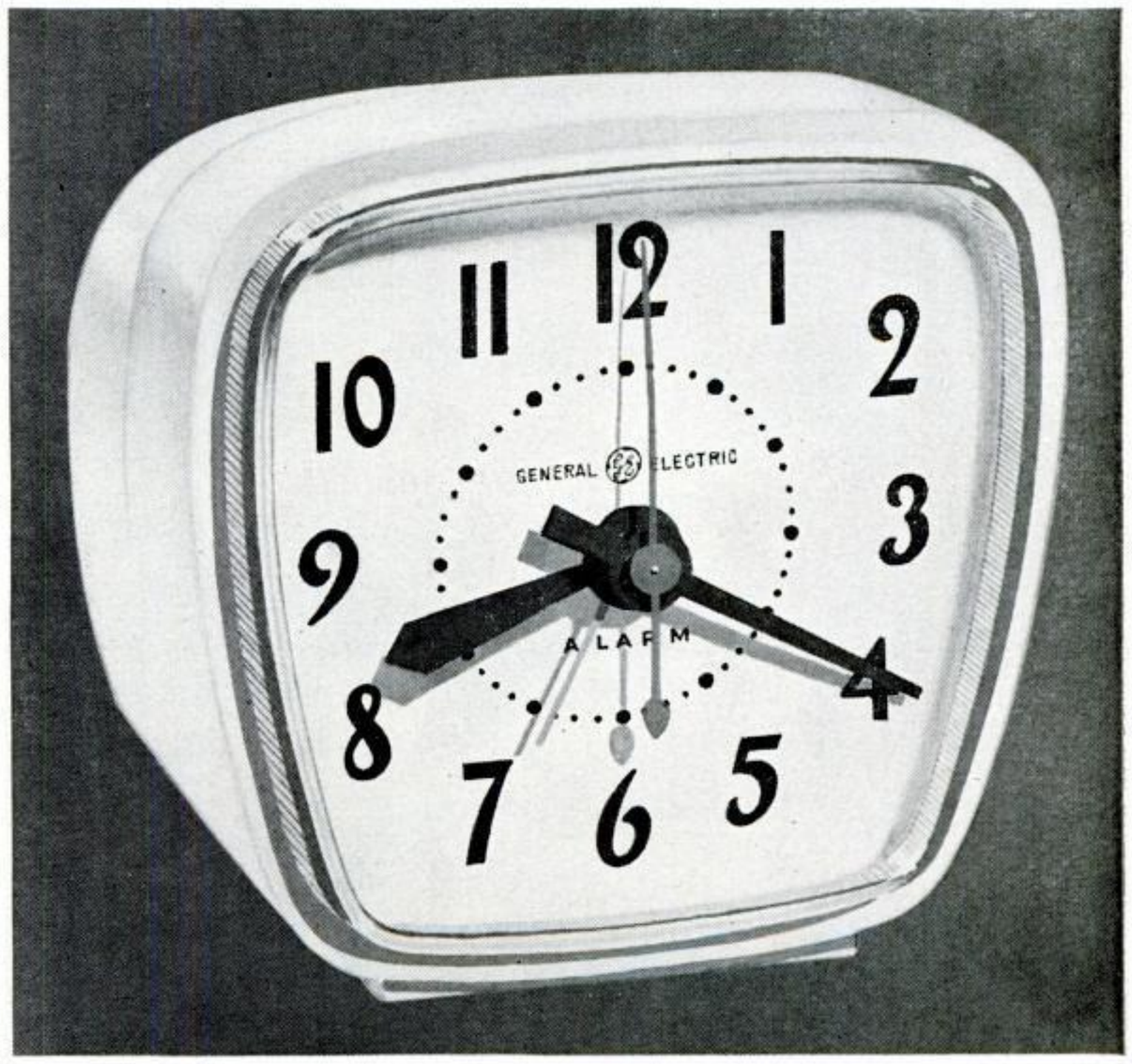
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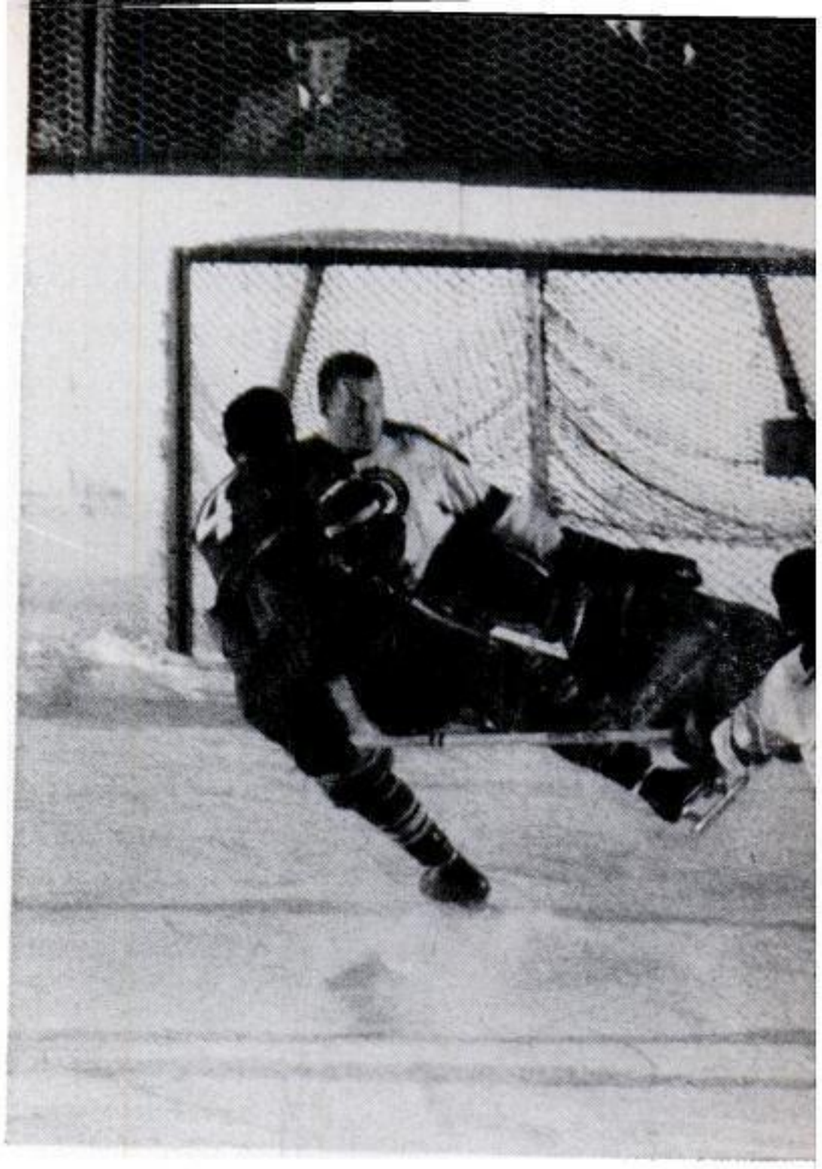
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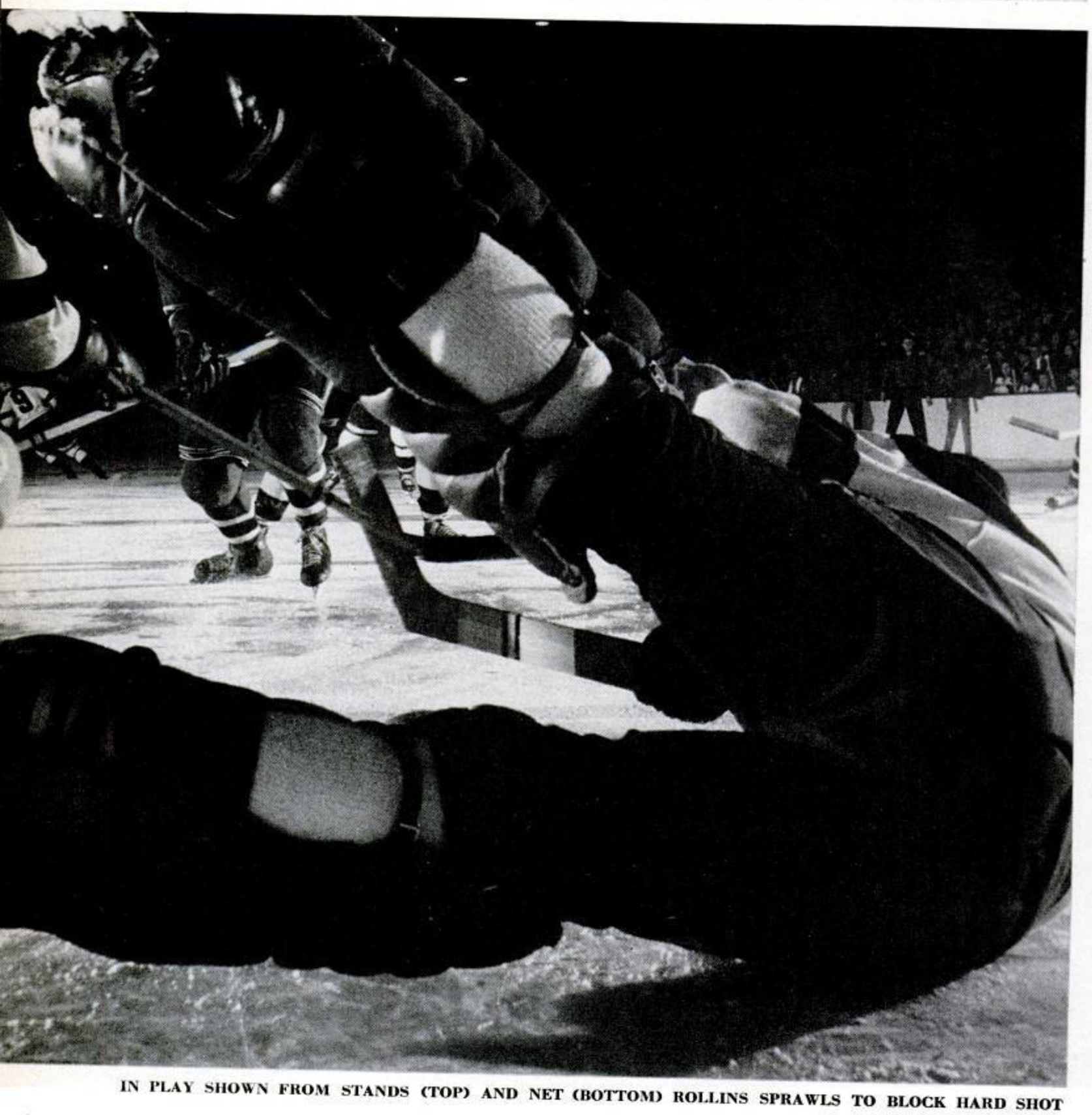
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IN PLAY SHOWN FROM STANDS (TOP) AND NET (BOTTOM) ROLLINS SPRAWLS TO BLOCK HARD SHOT



TORONTO'S WATSON (NO. 4) SHOOTS UNOPPOSED

SPEAKING OF PICTURES . . .

As goal tender for the last-place Chicago Black Hawks in the National Hockey League, Al Rollins lives the life of a sitting duck in a shooting gallery. Opposing players skate through Chicago's sievelike defenses, fire the puck at the net with outrageous frequency. Rollins stops nearly 35 shots each game whereas the other goalies stop about 25. Despite this barrage Rollins has held opponents to just over three goals a game and is leading contender for hockey's top individual award, the Hart Trophy given to "the player adjudged to be the most valuable to his team."

What life at the net is like for Al Rollins is told in the pictures above, which show action-filled moments in the game as they appear simultaneously to Rollins and to the spectators. To get these shots LIFE Photographer Francis Miller and Chicago Lab Technician Bob Johnson housed

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BUT ROLLINS INTERCEPTS PUCK WITH HIS PADS



FAST-SKATING MAPLE LEAFS RUSH CHICAGO NET, BUT ROLLINS FLINGS HIMSELF IN PUCK'S PATH

Synchronized shots show the same play as seen by hockey goalie and spectators

a Robot camera in a specially built steel box and installed it in the net directly behind Rollins. Then they synchronized the Robot with another camera mounted 320 feet away in the Chicago Stadium press box. Every time he pressed a button, Miller took two pictures. Luck was with the photographer. In two games the hard rubber puck got past Rollins five times but hit the camera housing only once. Even then it did no damage.



GAME OVER, Rollins sits on bench, analyzes details of the night's play. "After a game I'm beat," he says. "It's not physical strain; it's all mental. In the game the goalie is the last one. His mistakes are on the scoreboard."

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HEAR that gentle fizz. That's the song of tiny, busy bubbles at work ... that's "Pin-Point Carbonation" giving long-lasting life and lightness and freshness to your drink.

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America's Favorite



Make Gin-and-Tonic in seconds, like this: 1½ ounces of gin in a tall glass. Plenty of ice. Fill with Quinac.

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Drawings based on high speed motion pictures show Nike's missile destroying a pilotless bomber in test at the Army's White Sands Proving Ground, N. M.

Winged Victory...product of telephone wizardry

This is the story of NIKE (ny'key) — named after the Winged Goddess of Victory of ancient Greek mythology.

But today's Nike is no myth! It's one of Uncle Sam's most fantastic new defense weapons — proved in tests and now being delivered to the Army by Western Electric, maker of your Bell telephone.

Nike is the first system in production for keeping anti-aircraft guided missiles under constant automatic control from the ground, enabling them to track down and destroy any existing type of plane, regardless of its speed, no matter how high it flies or what evasive action it takes.

You'd find Nike's brain filling several large vans with complex electronic equipment. Signaled by an air warning net that hostile planes are approaching, Nike picks up the target and tracks it electronically. With incredible speed and accuracy, Nike pinpoints a plane's position — tracks it relentlessly — tells when to launch the missile — follows the missile's flight — and guides it to the target at supersonic speed. Then . . . *the kill!*



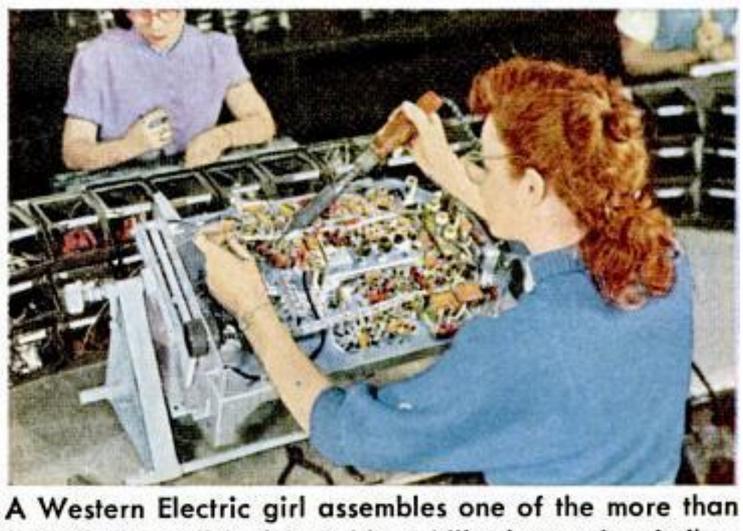
Inside central control van, these soldiers watch radar-scopes as Nike automatically guides a missile to its target.

Such a weapon may seem wholly unrelated to your familiar friend the telephone — which doesn't look complex. But the telephone you hold in your hand is connected with a maze of intricate mechanisms in which electronics plays a mighty part.

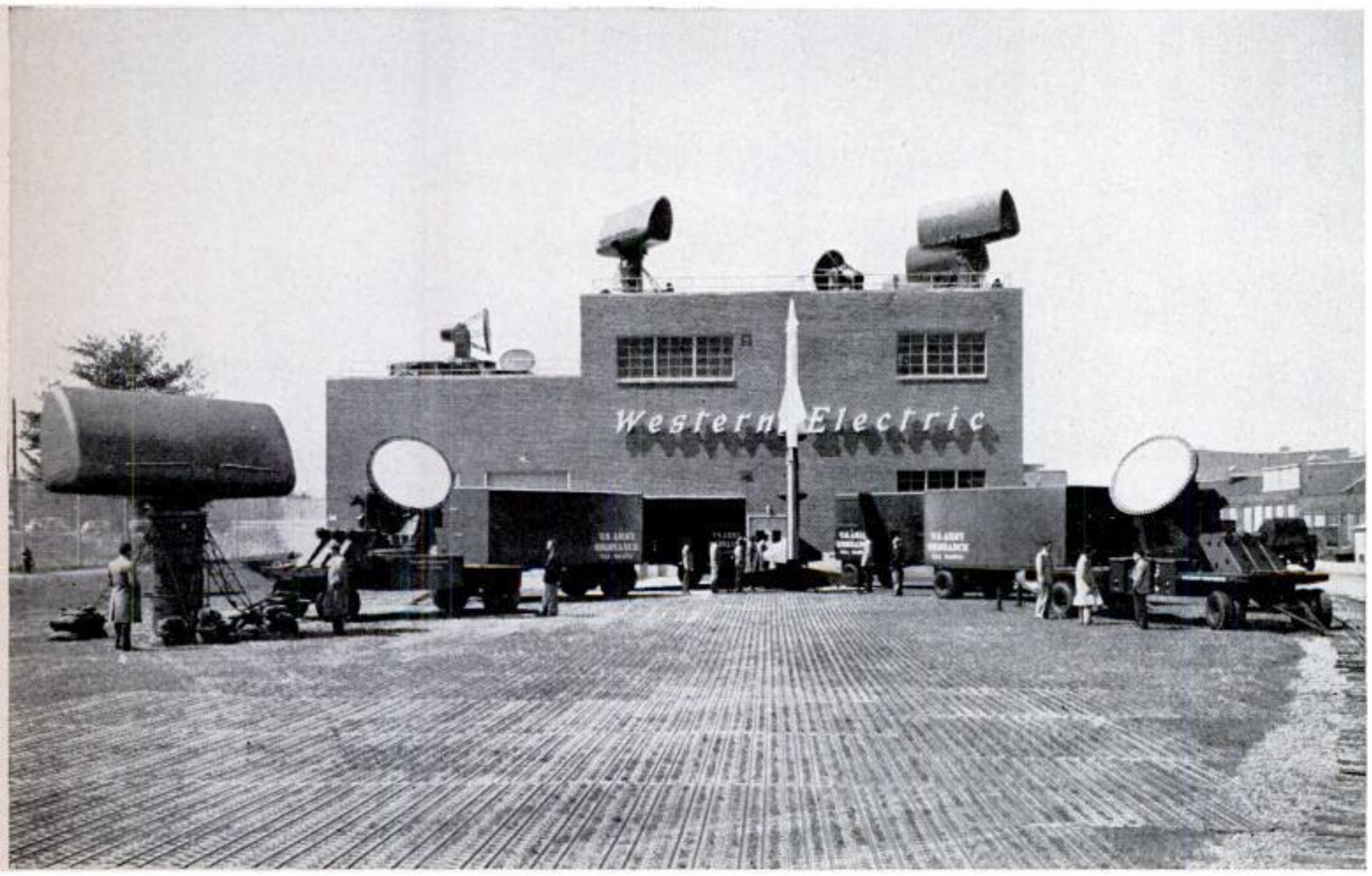
Special skills and techniques developed jointly by Western Electric, manufacturing unit of the Bell System, and Bell Telephone Laboratories, our teammate in creating the nation-wide telephone network, were just what were needed to transform Nike from an idea to a combat-ready reality.

Working closely with Bell Laboratories, the Army, Douglas Aircraft (which is responsible for the missile itself), and with hundreds of sub-contractors, Western Electric has applied its unique ability in electronic technology to producing a mighty weapon of defense. In this achievement, Western Electric — like all the Bell telephone companies — is continuing to carry out the Bell System's guiding principle:

"Service to the Nation in Peace and War."



A Western Electric girl assembles one of the more than 300 "brain cells" that guide a Nike battery's missiles.



Principal units of Nike anti-aircraft guided missile system are shown here grouped in front of Western Electric test building.

Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882

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You can "charcoal broil" steaks in the master oven...

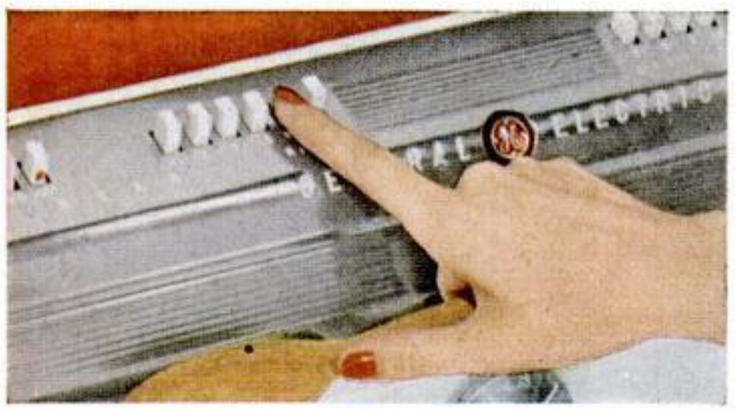
while you bake rolls, stuffed potatoes and 2 pies in the companion oven.

Broil and Bake at the Same Time with this G-E 2 Oven Range

Imagine! For the price of a single-oven range: new, extra-wide master oven that holds a meal for 24, and a complete 2-shelf companion oven. Each oven has separate temperature control and new, economical G-E Focused Heat broiler.

The lovely new Mainliner also has: pushbuttons, built-in oven timer that watches meals, new EXTRA-Hi-Speed Calrod® cooking unit for faster starts, 2-speed minute timer, 2 appliance outlets—1 timed, 2 big storage drawers, fluorescent lamp to light up work surface, slide-out drip trays.

At average national rates, a family of 4 can cook electrically for about $2 a month. See your G-E dealer. (He's in classified phone book.) General Electric Company, Appliance Park, Louisville, Kentucky.



EASY PUSHBUTTON COOKING. A row of fingertip-touch buttons for every surface cooking unit. A button for each of 5 exact, measured heats from warm to hi-speed. Nothing to turn or adjust:

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The second oven's a blessing when you cook food in quantity. Thrifty, too. The companion oven has its own separate temperature controls. You can use it alone to bake or broil powersaving, smaller meals.



NEW! REMOVABLE, washable bake and broil units are fully enclosed. They slide out to wash at sink, make inside of oven easy to get at, easy to clean. No open coils. New, General Electric Focused Heat broiler cooks meats the delicious "charcoal" way.

Be modern... cook electrically

GENERAL ELECTRIC RANGES come in de luxe, standard and Spacemaker models. All have big ovens, pushbuttons, oven timers, EXTRA-Hi-Speed units. Many have luxurious extra features. From $239.95 ... or about $2.68* a week.



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Vol. 36, No. 7 — February 15, 1954

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WHAT SAVAGE WAS NOBLE TO HIM?



WHAT CAN'T HE EVER LEARN?



HOW DID HE GET ENCIRCLED?



IN WHAT WAY DID HE FOLLOW ABE?



HE'S TWISTING A HOSE



WHY ARE THESE HANDS WRUNG?



HOW DID HE GIVE "LIFE" A DRINK?

ASK US ANOTHER? NO, WE'LL ASK YOU

Sometime after crossword puzzles but before Scrabble the country went through an "Ask Me Another!" craze. LIFE has always been edited on the assumption that readers with all kinds of curiosity are constantly asking us another, so it seems only fair to turn the tables as we have done in the pictures above, introducing this week's issue.

The first picture, for example, refers to a tough but stimulating quiz, on pages 122 and 123, which we invite you to share with Columbia students. The next two pictures we nominate for perfect What Is Its—the Chicken-from-Mars Thing on page 51, and the other Thing, whose identity we'll keep secret for a moment, as Picture of the Week. For the ladies there is the question on our cover and its story of sheared beauty on pages 67 through 70. Perhaps in answering it you'll come up with something to help thousands decide which Italian hairdo is tony.

Seasonally speaking, we could not overlook our Lincolniana this week. Did you know, Lincoln fans, who painted primitives around Lincoln's New Salem? Or that Abe had a dog (*above*) who followed in his master's footsteps in more ways than one? Hands made news too last week—a pair of now-celebrated hands (*p. 19*) and hands not at all famous but touching on a celebrated international agricultural problem discussed on pages 26–29.

For journalists one of the toughest questions to answer nowadays is how do you get close to the Russians. Emmet Hughes, whose report concludes on page 116, described how he did it last week. But a LIFE photographer who has been on the staff since Vol. 1, No. 1 answers it hilariously (on pages 24, 25) by walking nonchalantly into an ultra-exclusive Molotov social function as just plain His Excellency Thomas D. McAvoy of North Baltimore.

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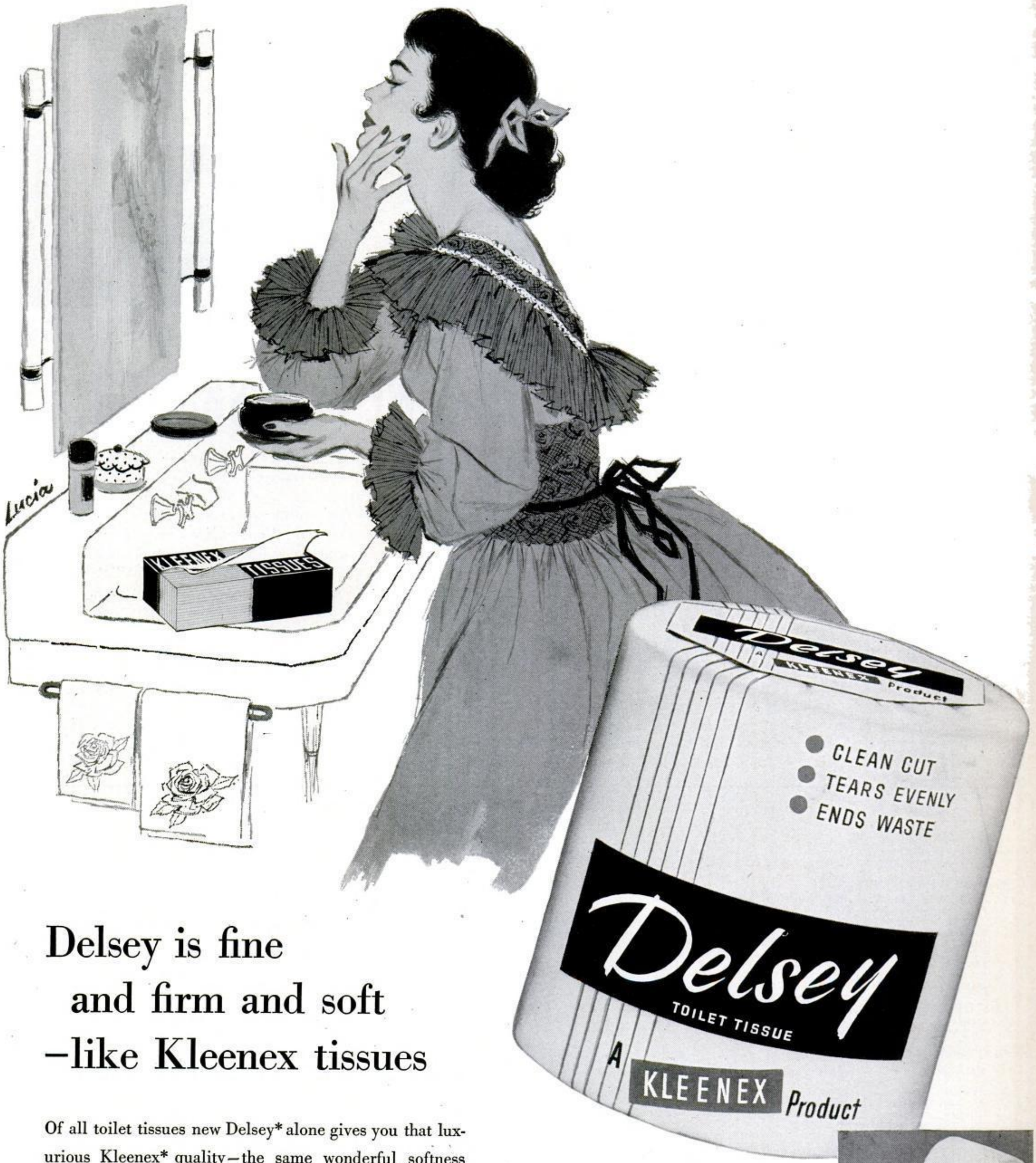
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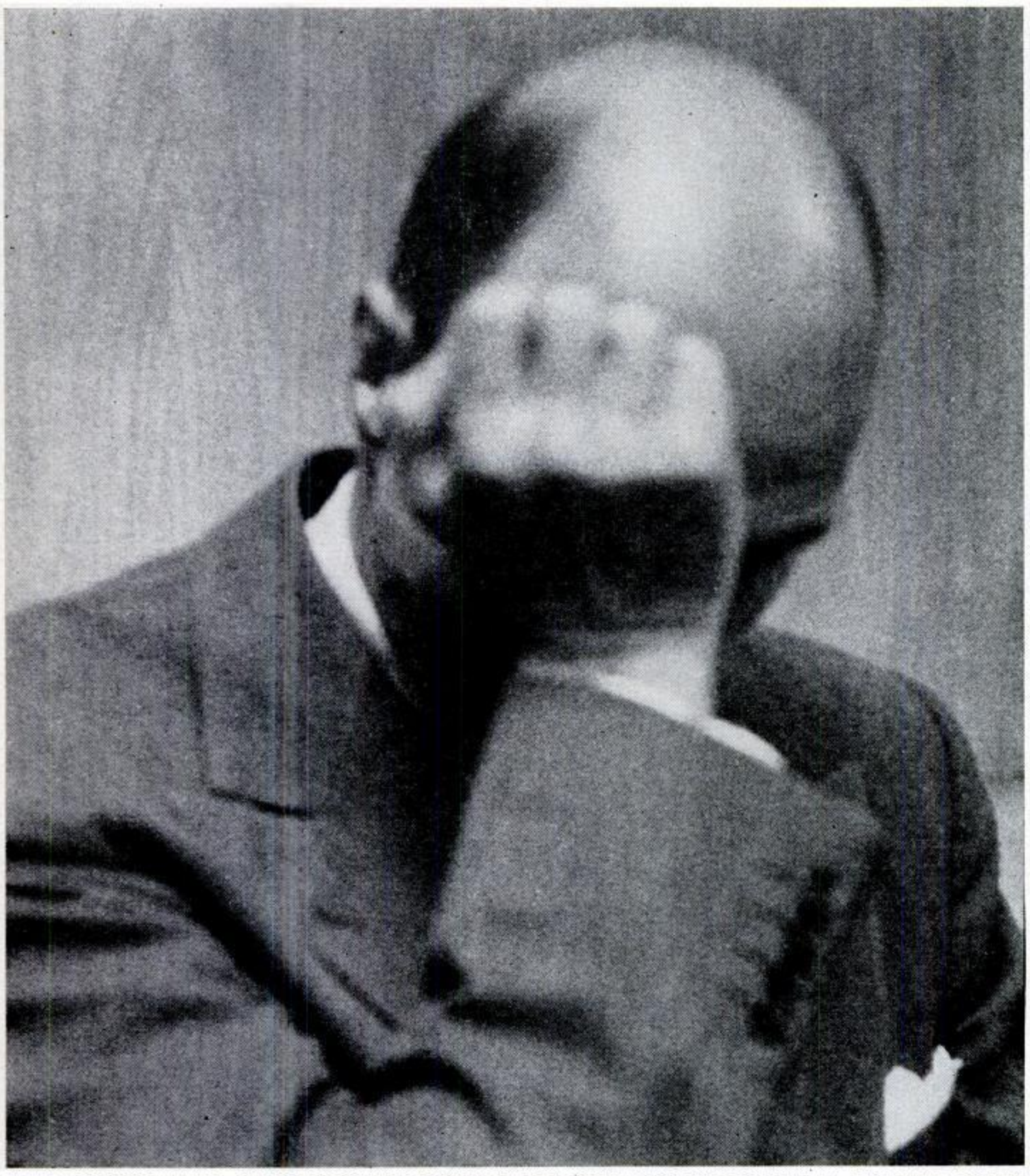
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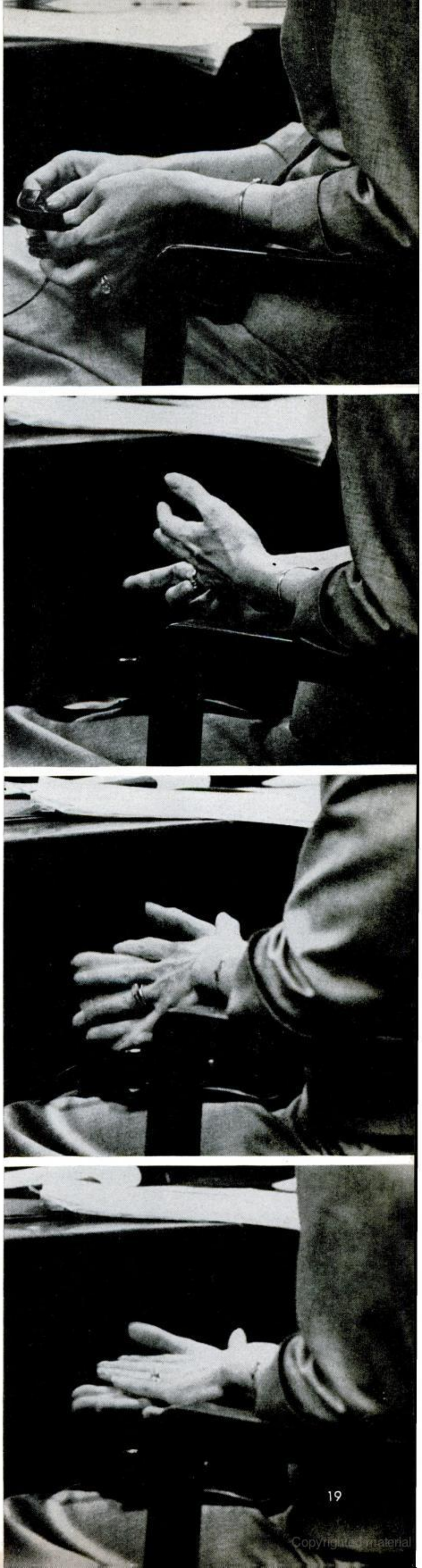
HEAD AGAINST HAND, JIMMY ROOSEVELT GIVES EVIDENCE DURING WIFE'S SUIT IN PASADENA COURT

A SAD SPECTACLE, SCANDALIZING A GREAT NAME

The gestures were the old familiar ones of the domestic relations cases, but they told, this time, of a great family having its dirty linen washed in public for all to see. For the bowed head was that of James Roosevelt, the eldest son of F.D.R. and the fretful hands were those of his wife Romelle, the former nurse who was suing him for separate maintenance.

The battle of public statements began when Romelle released a letter signed by Jimmy in 1945 admitting "disloyalty and deception" and "improper conduct" involving nine women. The letter, countered Jimmy, was "blackmail" and written to spare his father the embarrassment of the suit Romelle was then threatening. He apologized publicly to the women he had named, saying his admissions weren't true. The snarling grew shrill: Jimmy, said Romelle, had her $12,500 necklace. It had been given him by his mother, Jimmy snapped back—what was more, Romelle refused to part with an F.D.R. cigaret holder that belonged to him.

Then, last week, the battle adjourned from the newspapers to the court, where Romelle demanded a husky temporary maintenance of $3,930 a month for herself and their three children. "I have become accustomed to fine quality," she explained. Remembering a family vacation she lifted her veil and brushed away a tear—and for a moment Jimmy almost joined his wife in crying. Then they were at it again: Jimmy, snapped Romelle, was a wealthy man. Actually, testified Jimmy, he was losing money every month. Across the country F.D.R.'s widow, whose children have had more than their share of domestic troubles, was reported "broken up" at the sad spectacle of the family's private affairs turned into a public scandal.

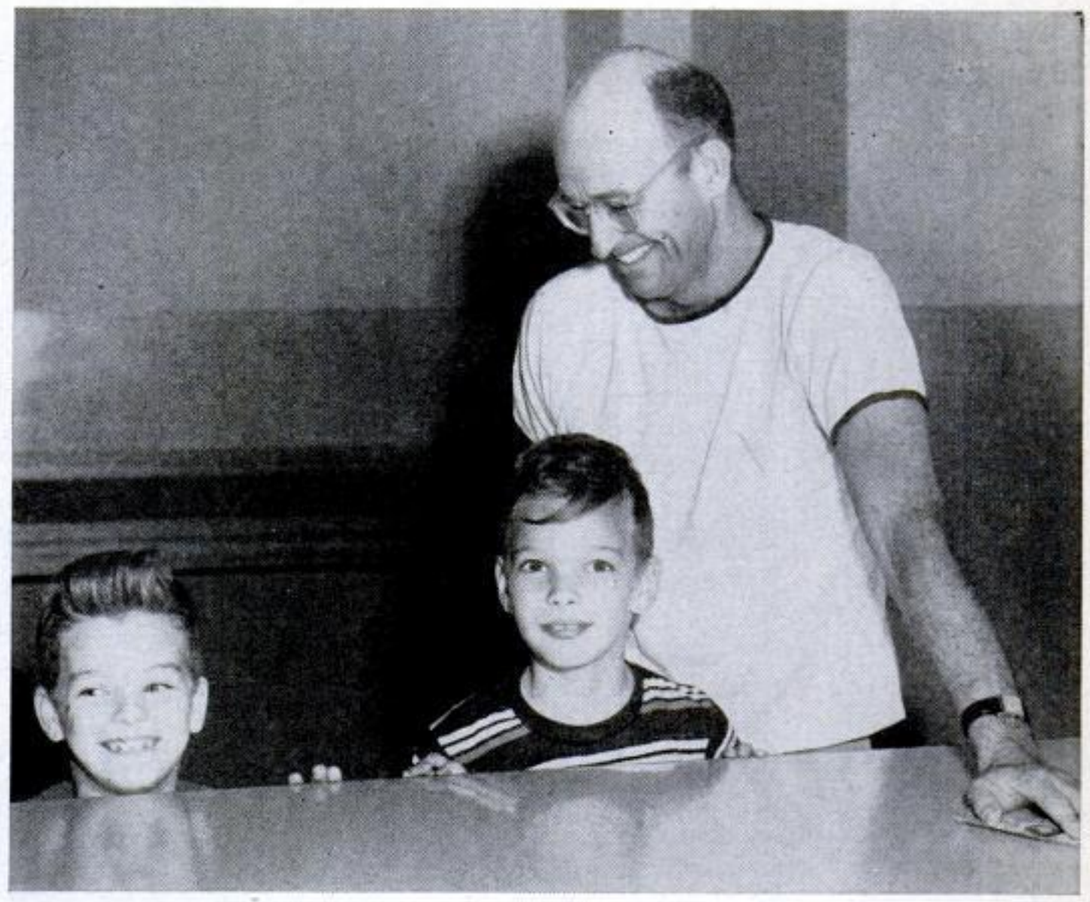


ROMELLE'S EMOTIONS SHOW IN HER TWISTING HANDS AS HUSBAND TESTIFIES →

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FAMILY GROUP, in Beverly Hills in 1950, included Jimmy Roosevelts, their three children, Michael, Anna Eleanor and James Jr. and Mrs. Eleanor Roosevelt.



FATHER AND SONS go to police headquarters two days before the court hearing to get licenses for bicycles. Their mother has custody of the children.



PENSIVE JUDGE hears testimony. He put off actual trial several months because of full docket.



IN COURTROOM TABLEAU two antagonists, Romelle (*left*) and Jimmy, confer with attorneys. Wife and husband glanced at each other occasionally but didn't speak once during four-hour hearing.



HUSBAND'S ORDEAL included questions on finances. He denied wife's claim he has $2 million.



BROTHER ELLIOT, thrice-divorced, sat with Jimmy at start of hearing, was one of his advisers.



WIFE'S ORDEAL included searching questions on household needs for herself and the children.

ON WITNESS STAND ROMELLE ROOSEVELT BRUSHES TEAR AS JIMMY WATCHES →

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MORAL OF THE COFFEE SHORTAGE

Even in Costa Rica coffee costs 90¢ a pound; it's their chief cash crop but they haven't kept enough for their own use. The shortage, in short, is real, not phony; and the big Brazilian frost of July 1953 is the central villain, speculators and middlemen being just stagehands. The Pan-American Coffee Bureau, urging leading American women to come to Brazil and "see for themselves," trust that we will curb our resentment and remember "the age-old law of supply and demand."

Sure, Americans understand that law all right, and when we are on the producing end of a world shortage, we like high prices as well as anybody. We cannot therefore begrudge our Brazilian friends their temporary advantage (those whose trees weren't frozen). However, Americans also understand that this advantage brings with it another, namely windfall profits. Historically these are a very important source of capital, and capital is something Brazil badly needs.

So here is our hope and our advice for lucky Brazilian coffee planters. Take your profits, *amigos;* but don't then fritter them all away on Cadillacs, jewelry, mink coats and real-estate speculation. Put some of them into the kind of investment that will help build up the country and yield steady returns later on. That's what we North Americans did even when we were "underdeveloped."

If this advice is taken, Brazil will not have to be borrowing so much and so often from the Export-Import Bank, the World Bank and other extraneous sources. Capitalism is a wonderful system, and windfall profits are not its least pleasant feature. But the system won't last long, and backward countries will remain backward, if somebody who really cares about tomorrow doesn't send those profits back to work.

THE PRESIDENT CAN IMPROVE ON RANDALL

Europe has given a pretty poor reception to the report of the Randall Commission on U.S. Foreign Economic Policy. The London *Economist* has concluded that the U.S. is not going to do its hoped-for share to unshackle trade in the Free World, and that Europe must therefore figure on "controlling its dollar trade more tightly." The disillusion of *The Economist* is not the only danger signal. From Western Europe and the Middle East practical businessmen are rushing to Moscow, seeking in the post-Stalin thaw the new markets they despair of finding in the U.S.

East-West trade, the latest business fad, is filling the vacuum of hope left by the Randall reports. French, Belgian and British businessmen in Moscow have been getting real orders for all kinds of "nonstrategic" heavy equipment. Even American firms are said to be bidding. With men like National Steel's Ernest Weir getting reprinted in *Pravda*, we may soon see the old Amtorg Trading Corporation expanding its New York drop to prewar proportions, spies and all.

What folly! Whatever you may think of East-West trade, here surely is a wonderful example of Communist leverage—the ability of the Soviets, with little or no effort or outlay, to manipulate a small chink in Western armor into a great big hole. Because Europe is so eager to export again, the Soviets can now work the same old shell game, paying off in slave-labor gold and political blackmail. Yet a mere 2% increase in trade *within* the Free World—for instance between Europe and America—would more than compensate for the complete elimination of all East-West trade whatsoever.

Since the Randall report failed to give Europe enough hope for even such an increase, it is now up to the President to prove that it is still a far better bet for Europe than anything the Soviets can offer. To do this, he will have to accept a political battle with the forces of protectionism, chiefly in Congress, who stultified the Randall report. He should announce and defend a genuinely liberal Administration trade program. He should say clearly why greater imports are in our national interest (instead of implying, as Randall did, that they are a favor we do for foreigners). He should be much clearer about the conditions and the need for currency convertibility, a goal which other nations are unlikely to reach without American help.

At the same time he need not throw the whole Randall report away; for he will find buried in its feeble prose some strong arguments against the protectionists with whom he must do battle. For instance, the report contains a plan by David McDonald of the C.I.O. for government help to industries and labor that might suffer from lower tariffs. It reveals how small, and how easily handled, the pains of tariff reduction would really be. A 50% cut in all U.S. tariffs, the Randall staff estimates, would affect not more than 100,000 jobs. Yet two million Americans change their jobs every month without undue turmoil, and the number of new jobs that would be created by general trade expansion is not even reckoned in this estimate. Although the other Randall commissioners rejected McDonald's plan, the President could well make its arguments his own.

Another protectionist position is that tariffs defend American wages against "cheap foreign labor." But the Randall report says, "Differences in cost provide the foundation of international trade, just as such differences make possible trade within nations. Neither low wages nor low unit labor costs, in and of themselves, constitute 'unfair competition.'" This statement pierces a fallacy which has been the chief bulwark of U.S. protectionism ever since the "infant-industry" argument went out of style. If held to, it portends a revolution in American attitudes, with a more liberal trade policy the inevitable result.

Thus the President has, in the Randall report, the ingredients of a very strong message to Congress, affirming his determination to lead the Free World into a system of convertible currencies and expanding multilateral trade. The debate that would follow such a message could show the world that the whole direction of U.S. opinion, and therefore of ultimate U.S. policy, is shifting toward freer trade.

If the fact of this shift can be established by presidential leadership, then the actual legislative accomplishment of 1954 does not have to be spectacular in order to be convincing. The U.S. could exert some leverage of its own. For European businessmen are much more interested in the trend and reliability of U.S. trade policy than they are in the level of any particular tariff. If the trend is right, they will invest in this and other Free World markets the energy now misspent in Moscow.

U.S. protectionism will not vanish overnight. Its liquidation will be fuzzy and undramatic, like the Randall report. But a firm presidential lead will make clear that we are getting there. The protectionists are being deprived of their arguments. The votes are just a question of time.

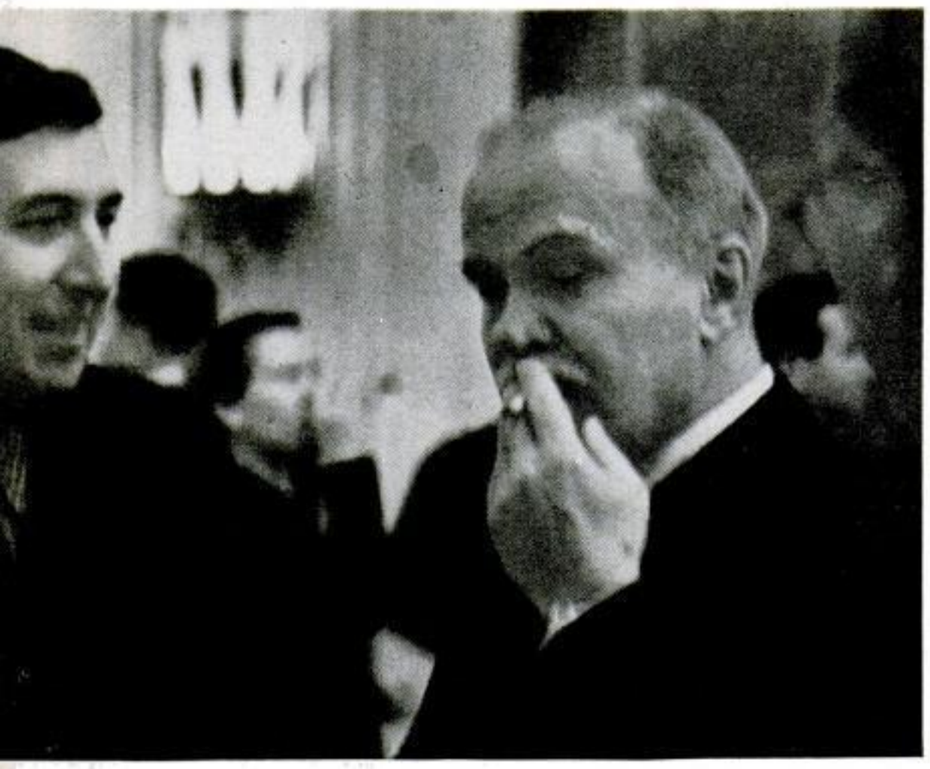
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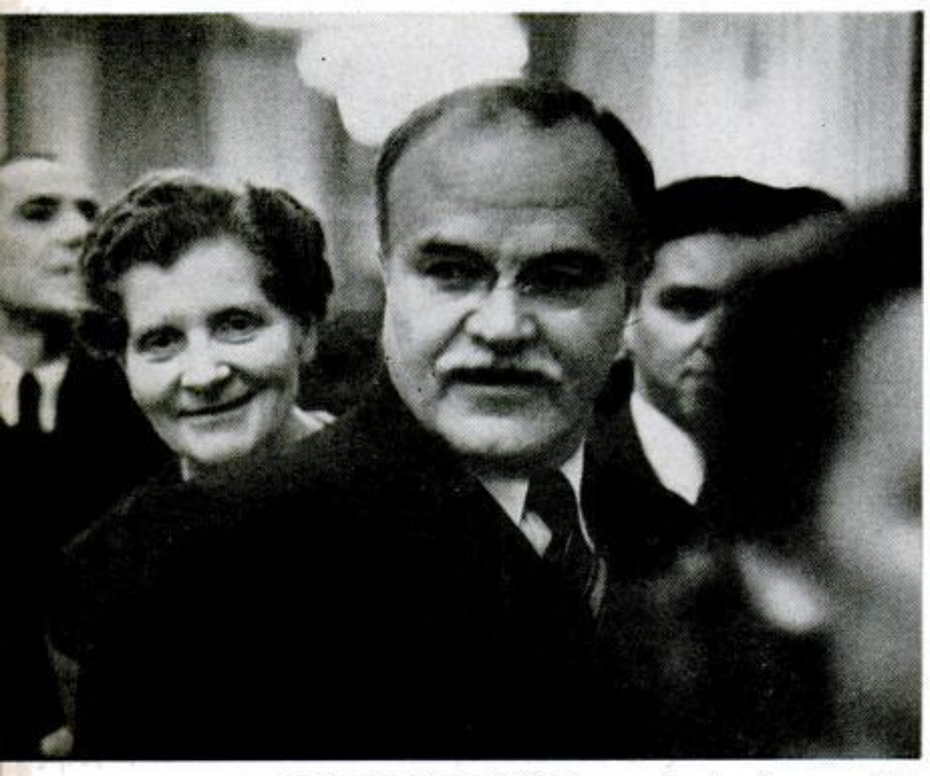
FACE IN AN ICY AIR HOLE

Icy winter had Europe by the ham. Blizzards plugged mountain passes in the Pyrenees and the Alps. Trains stopped running in Romania. Water pipes froze up in England, where tradition forbids installing them inside houses. Men pulled swans out of frozen waterways and fell into Netherlands' canals trying to rescue one another. In a Paris zoo a face, heavy-lidded and profoundly sad, appeared at a hole which keepers had made in an ice-covered pool. It was Goliath II, the sea elephant, who should have been delighted with the weather but who is homesick for the Antarctic where he could be master of his own 100-cow harem. He looked around, sighed and faded into the depths.









A GENIAL HOST, Molotov circulated among his guests, chatting earnestly with some and telling funny stories to others until he spotted McAvoy unexpectedly pointing camera at him (*bottom picture*).

THE MOLOTOV COCKTAIL PARTY

LIFE photographer becomes His Excellency, talks to Russian host and does about as well with him as the diplomats—if not better

In East Berlin, the Big Four foreign ministers were about to give up hope that their conference would produce any results. But Russia's Molotov gave a lavish musical party and reception at the Soviet embassy. LIFE *Photographer Tom McAvoy was among the uninvited. He decided to go anyway, and although nobody was getting much out of Molotov last week, McAvoy did as well as any, if not better. This is his account:*

I had been trying for two weeks to get permission from the Russians to photograph one of the social functions in their embassy. The answer was always *nyet*, no photographers allowed. But I decided to show up at the Feb. 4 party anyway. I started by ordering the "biggest black car in Berlin." I did this in my best Baltimore French, repeating over and over, "Cadi-yac, Cadi-yac." The man at the other end of the phone had never been to Baltimore. First he sent a pint-sized Volkswagen, which I waved away. Then came a Mercedes which at least was black.

I explained to the driver, "Look, I want to go to the Russian embassy. I have no invitation, no credentials, nothing. Will you act like I'm a Very Important Person? When you come to a policeman, talk fast and I'll wave some kind of card. If you think you can't do this I'll go back and get another car and driver."

"Hmmm. This is good," said the driver. "Let us go."

And go we did at 60 mph through three control points, with the driver shouting something at policemen in German and me waving my French press card. At the Soviet embassy the driver screeched to a halt, opened the car door with a flourish and bowed. His Excellency Thomas McAvoy was in the Soviet embassy. All the startled Soviet soldiers did was salute.

But looming up on the left was a Soviet plain-clothesman. In English he said to me as I waved my French press card, "This is not the right invitation."

"This is a special invitation," I replied icily. "You see it is marked here with a red, white and blue." (French press cards have a resplendent tricolor band across the face.)

That sent the plain-clothesman scurrying upstairs for instructions, leaving me alone. I sweated it out for five minutes, listening to encores coming from the upstairs concert hall.

Suddenly the doors opened and people began streaming out. I walked upstairs and hurried into the crowd.

I saw Molotov talking with some Russians. I sauntered over quietly, slipped my camera from under my suitcoat and took some pictures. In a flash there was an MVD man at my side. He didn't say anything, but every time I raised the camera he would push me a little bit.

Then Molotov started talking and joking. I raised my camera and an MVD man stepped in front of me. I ducked to the right; he ducked to the right. I ducked to the left; so did he. Finally I feinted to the left, stopped short, came back right and while the MVD man was trying to get back in line I had more pictures.

All this time Mr. Molotov was glaring at me. Suddenly he raised his hand and beckoned. I hurried up to him and the following conversation took place through an interpreter:

"You wanted to see me, Mr. Molotov?"

"Mr. Molotov says, 'Who are you?' "

"My name is McAvoy. Don't you remember me from San Francisco in 1945 and the Moscow conference in 1947?"

"Mr. Molotov says, 'No.' "

"I sent you a letter asking permission to take pictures. Did you not receive it?"

"Mr. Molotov says he knows nothing about any letter."

"That's unfortunate. I wrote a letter about taking pictures here."

"Mr. Molotov says, 'Where are you from?' "

"Baltimore."

"Mr. Molotov means, 'Who do you take these pictures for?' "

"Oh, you know, I like to take pictures. I'm taking these for American magazines and all the people of America."

Mr. Molotov stared at me quietly, then spoke to the interpreter.

"Mr. Molotov says, 'This is very dangerous, what you do here.' "

"Yes" (with a shrug).

"Mr. Molotov says, 'Anything might happen to you.' "

At this I said to the interpreter carefully, "I want you to explain this just as I say it. Tell Mr. Molotov that one has only one life to live and sometimes I live dangerously. Tell Mr. Molotov we have an expression in America, 'Here today and gone tomorrow.' " And I snapped my fingers.

This took a long time to translate. Mr. Molotov looked at me for what seemed five minutes. Suddenly he stuck out his hand. We shook. Then he turned and walked out.

A waiter passed with a tray of vodka and as I took one a voice came over my shoulder: "No, no, not this vodka." I looked and there were six Russians in plain clothes. The English-speaking one called another waiter and handed me a glass. I knew how vodka is drunk in Moscow, so I downed mine in one gulp.

I said, "Ach, this is strong vodka."

"Oh no," the Russian said and called another waiter. I had to drink one vodka with each of them—six in all.

Then the English-speaking Russian said to me carefully, "You are taking pictures tonight? Who are the pictures for?"

"Oh, I think this is a very pretty room and I decided to take some pictures."

Another waiter popped up. I tried to say no but they insisted. I gulped the vodka, turned the glass upside down and started to throw it over my shoulder. Horrified, the Russian grabbed me and cried, "*Nyet, nyet, nyet!*"

I explained that in America we always throw the empty glass on the floor and crush it.

"No, no," said the Russian, taking the glass carefully from my hand. "This is *good* glass. You should not break it." With that remark we shook hands all around and I left the party.

AFTER SHAKING McAVOY'S HAND, MOLOTOV SUDDENLY LEAVES THE PARTY →

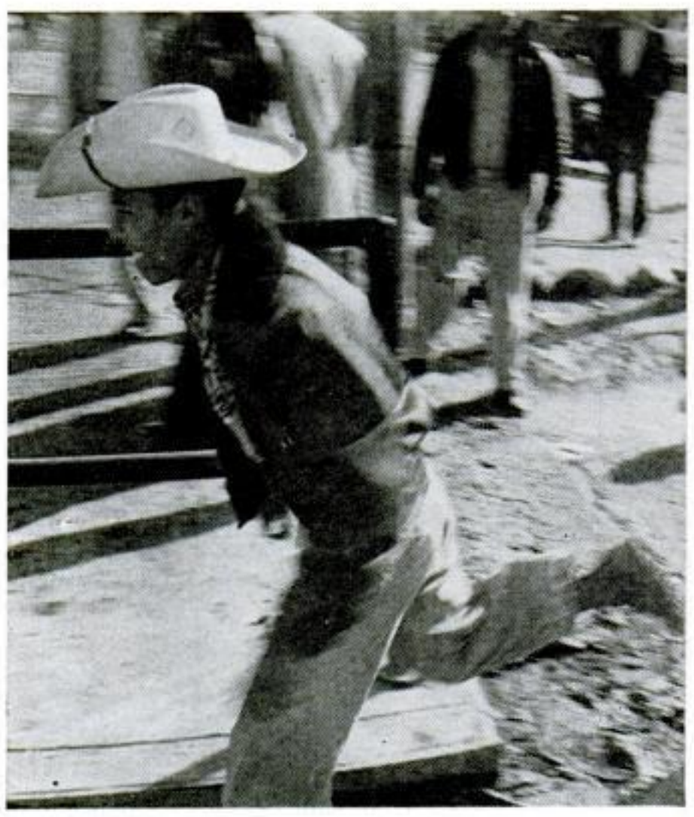
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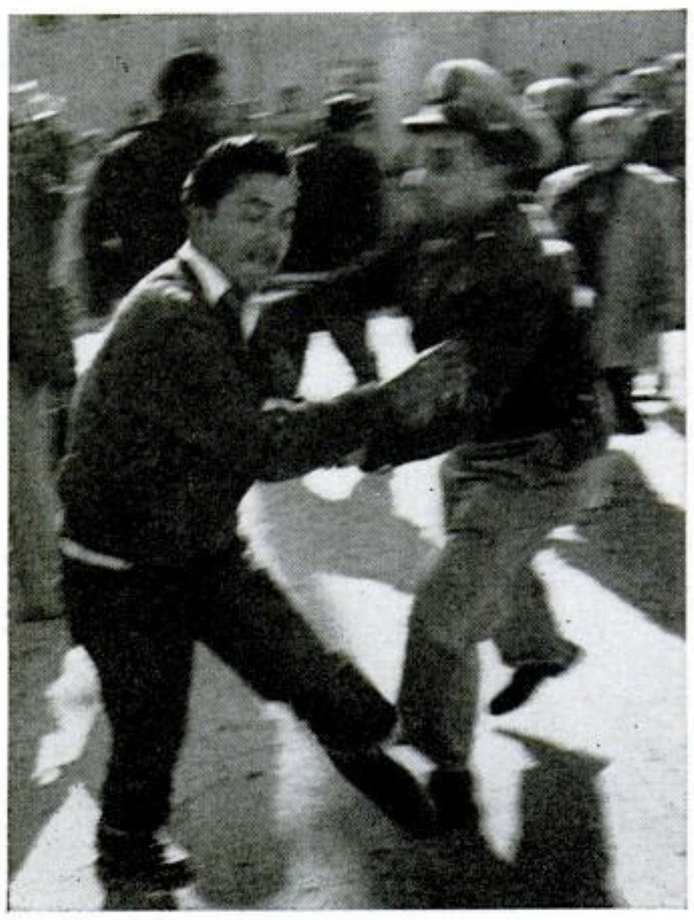
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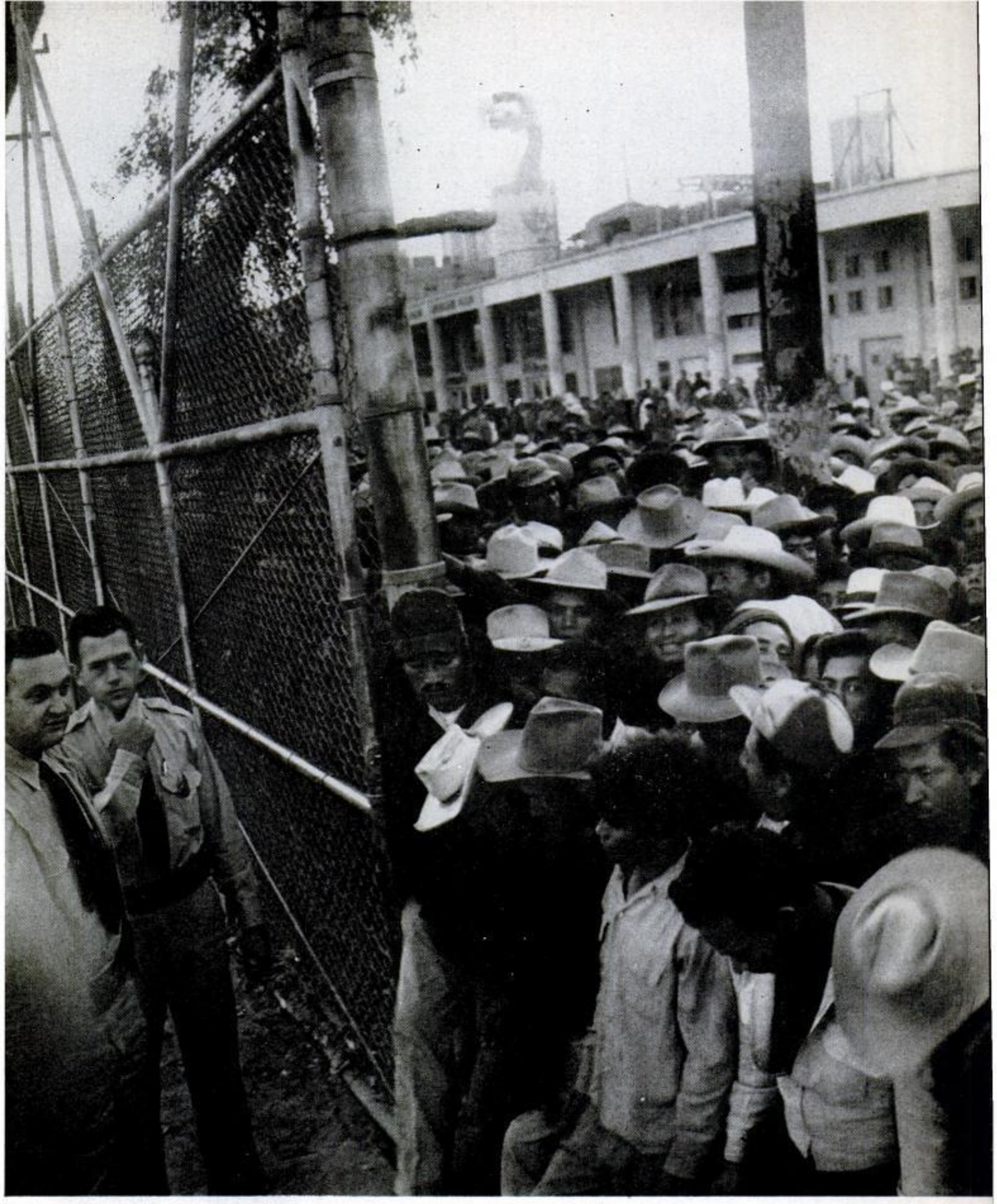
ILLEGAL WETBACK tries to remain legally in the U.S. If he touches Mexican soil, he technically has passed through a port of entry and can stay in.



END RUN is another wetback trick. Caught in the U.S. and herded back into Mexico, this man sprinted around border guards back into U.S., stayed in.



FOILED WETBACK tried end-run trick but was caught by a Mexican guard. He and some other wetbacks were shipped to jobs in interior of Mexico.



BULGE OF BRACEROS AT THE BORDER

Mexican workers create pandemonium trying to get U.S. farm jobs

In the hot, dusty sunlight a surging, shrill-voiced crowd of Mexican *braceros* (farmworkers) had collected at the twin border towns of Mexicali (in Mexico) and Calexico (in the U.S.), jostling each other to get harvest-time jobs in California's rich Imperial and Coachella Valleys. The three-year-old Mexican-U.S. treaty under which American teams had recruited Mexican labor for orderly entry into the U.S. each year had lapsed on Jan. 15 and the word had spread throughout Mexico that good jobs were available up north. Crops were ready for picking and the wealthy valley farmers were asking for extra laborers—200,000 had been admitted legally last year, aside from the million-odd "wetbacks" or illegal entrants.

At first, after the treaty lapsed, Mexican officials tried to contain the flow and even helped catch the wetbacks (*left*). Then they suddenly removed all restraints. The American Border Patrol was all but overwhelmed. As the first workers were let through for processing, the crowd's crush became punishing. *Braceros* were hurled into the arms of border cops. Sombreros and shoes were torn off. Then suddenly the word went out that the day's quota of 576 laborers had been signed, and the crowd receded. But the next day the *braceros* collected again by the thousands. The competition for jobs went on, morning after morning, all week.

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WAITING STOLIDLY, five thousand *braceros,* shown in a picture taken with a panoramic camera, fill a Mexicali street at the border opening (*left*).





AT WORK picking carrots for Joe Maggio Company in Imperial Valley is *bracero.* Mexicans do not mind bending and the sun does not bother them.

UNRULY "BRACERO" is lifted by crowd and passed over heads to front where border guards will toss him to the side out of the main line of entry.

CONTINUED ON NEXT PAGE

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LOLLING LUXURIOUSLY in hammock, Toni reads the paper. He is well educated and speaks good English but was careful to conceal this from border officials. New job is as clerk with mining company.



BARRANCO FAMILY consists of Toni, his wife Hilda and their baby daughter, who is six weeks old.

STILL THEY COME ON TO PURSUE A DREAM

Impelling the *braceros* toward the border was the dream of quick money. Few would actually enter the U.S., and many of those who did would spend their cash there. Toni Barranco, shown on this page, is one of the comparatively few who made the dream come true. A former white-collar worker, Toni had never done any hard labor. In order to pass border guards, who check to make sure workers can do hard farm work, he set about transforming himself into a *bracero* (*below*). He entered the U.S., picked lemons for six months and returned to Mexico with $500 in cash. This was enough to get married and buy a house. Now Toni has a new job and is living the good life.

This kind of tale was heady wine to a *vaquero* (cowboy) like Angel Cos who lives in Alamos where Toni now lives. Even on a good day Angel could never earn more than six pesos (69¢). In the U.S. *braceros* got that much by the hour. Last week Angel made his decision. Although there was only a small chance that he could get across the border, he headed north.



HOSE was twisted over and over to toughen hands. Toni recreated preparations for LIFE.



TRANSFORMED TONI shows darkened hands, old clothes he wore to U.S. Rubbing hands with potato added roughness.

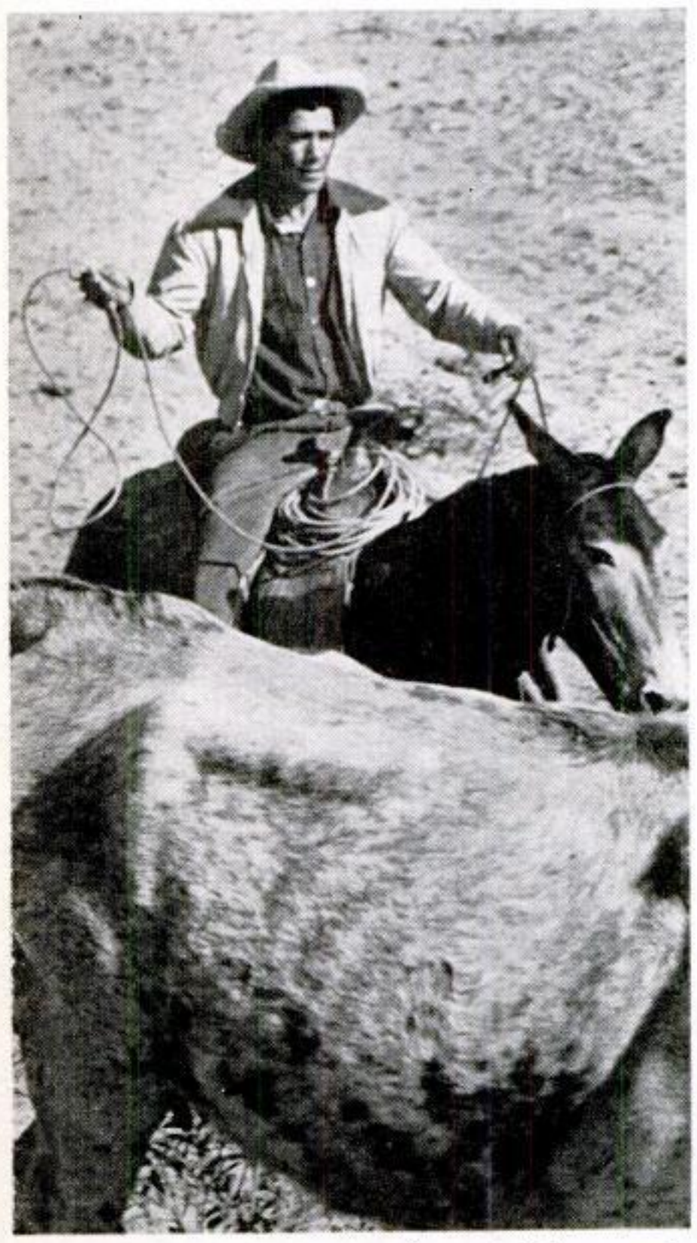


FORMALDEHYDE was used to make his hands peel. Then he rubbed them in gravel.

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COS FAMILY are Angel, '28, wife Consuelo, 23, son Fernando, 3, Maria de los Angeles, 3 months.



STEER ROPING was Angel's main job at ranch. He also worked four hours a day tending a well.



ANGEL'S HANDS are worn and hardened. He has worked to make his living since he was 4 years old.

ANGEL SETS OUT TO SEEK HIS FORTUNE →



TELL ALL THE GANG ON

. . . New zoning laws and the zeal of an indignant churchman

The beat of not-so-happy feet could be heard this week on New York City's 42nd Street, the fabulous "crossroads of the world" and for decades a romantic symbol of the entertainment world. Unmistakably 42nd Street has been going downhill. The topflight stage shows (Ziegfeld produced many Follies there) and the lively burlesque shows which once brought glamor and excitement have gone. Along with its neighboring Times Square, the street had fallen prey to an invasion of tawdry sex movies with nude displays, flea circuses, shooting galleries and smutty-book stores.

Backed by civic groups who are worried by the bad name the heart of New York is getting and the threat to property values, the city's Board of Estimate passed zoning



MAXIE SONN SEWS NAME ON $1.94 HAT HE SELLS



MOVIE 'GRIND' HOUSES, OPEN 17 HOURS A DAY, ELBOW EACH OTHER ON THE NORTH SIDE OF 42ND STREET.

THEATER MAKES TWO TAME FILMS SOUND DARING

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FORTY-SECOND STREET . . .

may make these views of tawdry Times Square area historic

laws a month ago to prevent the relicensing of and halt the spread of boob-traps —and thus diminish their inevitable by-product, crime. The move to restore the street was pushed further by an indignant priest, Monsignor Joseph A. McCaffrey, whose parishioners have to file past drunks and lurid marquees to get to his church on West 42nd. In seven sermons Father McCaffrey deplored "Honky-tonks" and the "indecent, obscene and shocking" displays, lamenting the days when the street could boast of Will Rogers, George M. Cohan and *Abie's Irish Rose.*

Although any promised reform will certainly come more slowly than Father McCaffrey would like, 42nd Street will probably never again appear as it does here.



PLAYING-CARD NUDES, IN COLOR, SELL STEADILY



THEIR MARQUEES ABLAZE WITH SENSATIONAL COME-ONS ADVERTISING FOR USUALLY INNOCUOUS FILMS





AN UNNOTICED DRUNK SPRAWLS ON SIDEWALK

SWITCH-BLADE KNIFE MAY SOON BE OUTLAWED

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BROADWAY BOOSTER R. K. Christenberry, Astor Hotel head, says honky-tonks hurt real estate.



LICENSE COMMISSIONER Edward McCaffrey has tried some cleaning up, but law limits his power.



CLERGYMAN Joseph A. McCaffrey, no relation to city license commissioner, looks out sternly from beneath marquee of one of the Times Square district movie houses whose lurid displays he attacks.

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How to make chicken gumbo soup like Campbell's



Nobody'd call it *easy*—making the very special and exciting chicken-and-vegetable soup called Chicken Gumbo. Think of the time it takes just lining up the ingredients called for by this famous New Orleans recipe. Think of slowly simmering a chicken . . . dicing all the best meat . . . fixing all those vegetables! Red-ripe tomatoes . . . onions . . . crisp celery . . . a particular kind of okra. What's more, you've got to be ready with very unusual spices, and have the knack of keeping rice *fluffy*. Really, serving Campbell's Chicken Gumbo is lots simpler! Ready in four minutes—and perfectly *delicious*.



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There's something
"SPECIAL"
about Birds Eye
quick-frozen
Orange Juice



Product of General Foods



Better buy Birds Eye and get that something "SPECIAL"

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AT IDLEWILD AIRPORT HIS TENSE MOTHER AWAITS ARRIVAL OF HVASTA FROM EUROPE

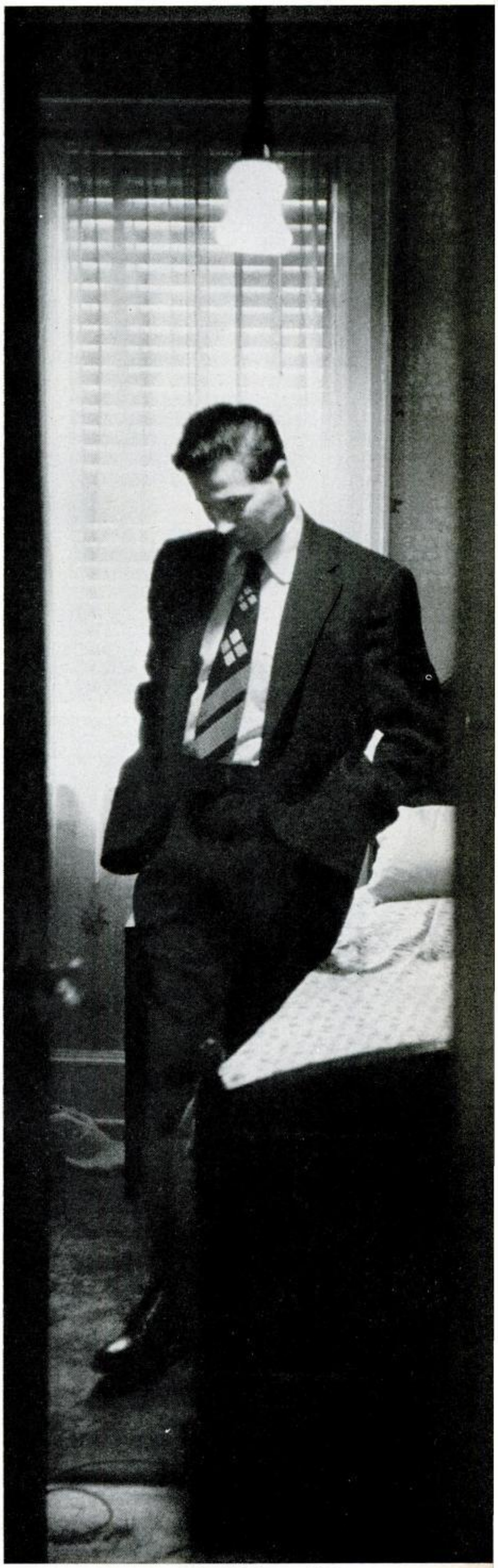
'FORGOTTEN MAN' COMES HOME

John Hvasta, a 26-year-old Navy veteran, went to Czechoslovakia in 1948 to study under the GI Bill of Rights. Last week he came home to Hillside, N. J., having learned a fantastic lot. Although he had served openly as a part-time employe of the U.S. Consulate in Bratislava and was therefore not a man likely to succeed as a spy, he had been arrested as a U.S. agent and sentenced to 10 years in prison.

In 1950, while still a prisoner, Hvasta persuaded authorities to allow him to marry a Czech girl. In 1952 he broke out of the Leopoldov fortress in central Czechoslovakia. When Czech officials announced his escape, it was believed that he had been executed. But four months ago, after almost two years spent evading recapture, he appeared without his wife at the U.S. embassy in Prague. All this time Congressman Peter Rodino Jr. of Newark led a crusade in Washington for "the forgotten man." Then suddenly the Czechs commuted Hvasta's sentence and permitted him to come home.

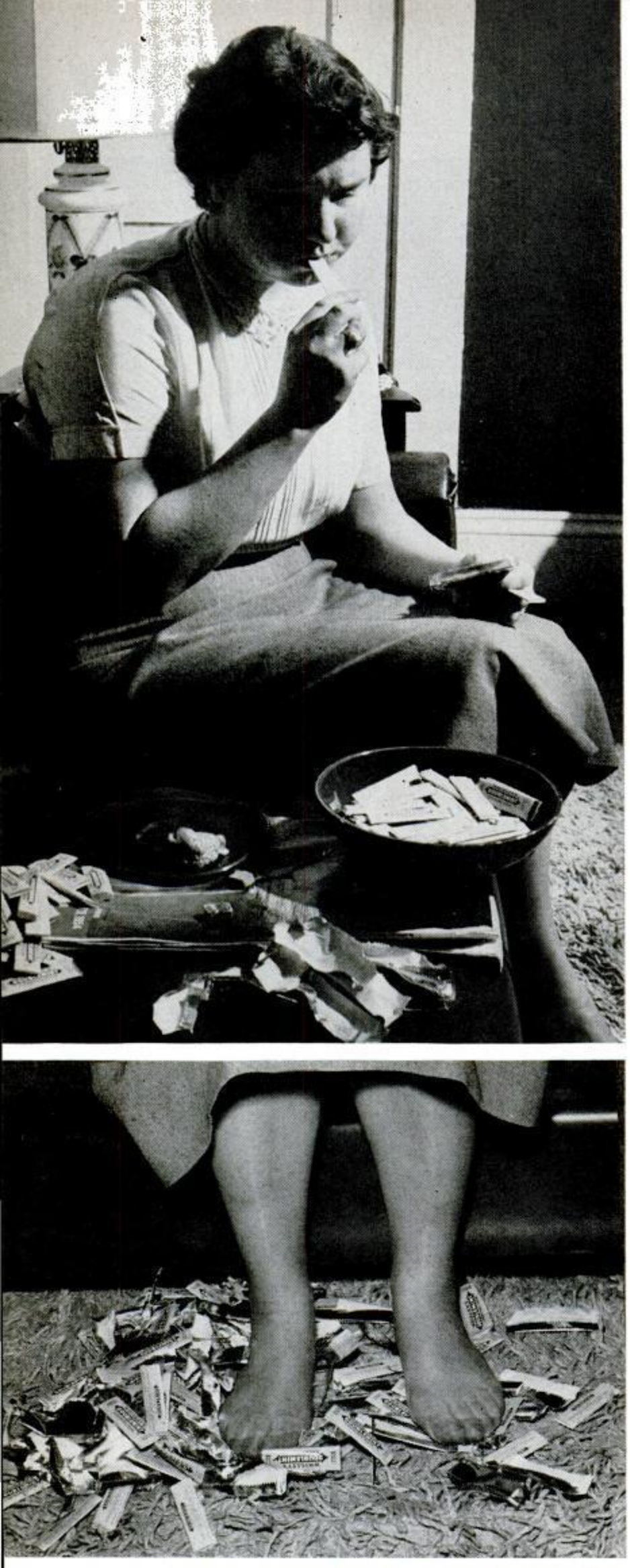


HERO'S WELCOME is accorded Hvasta by his home town, Hillside, N. J., which had proclaimed a "John Hvasta Day." With him in the parade are his brother Stephen and brother's fianceé Vi Lathrop.

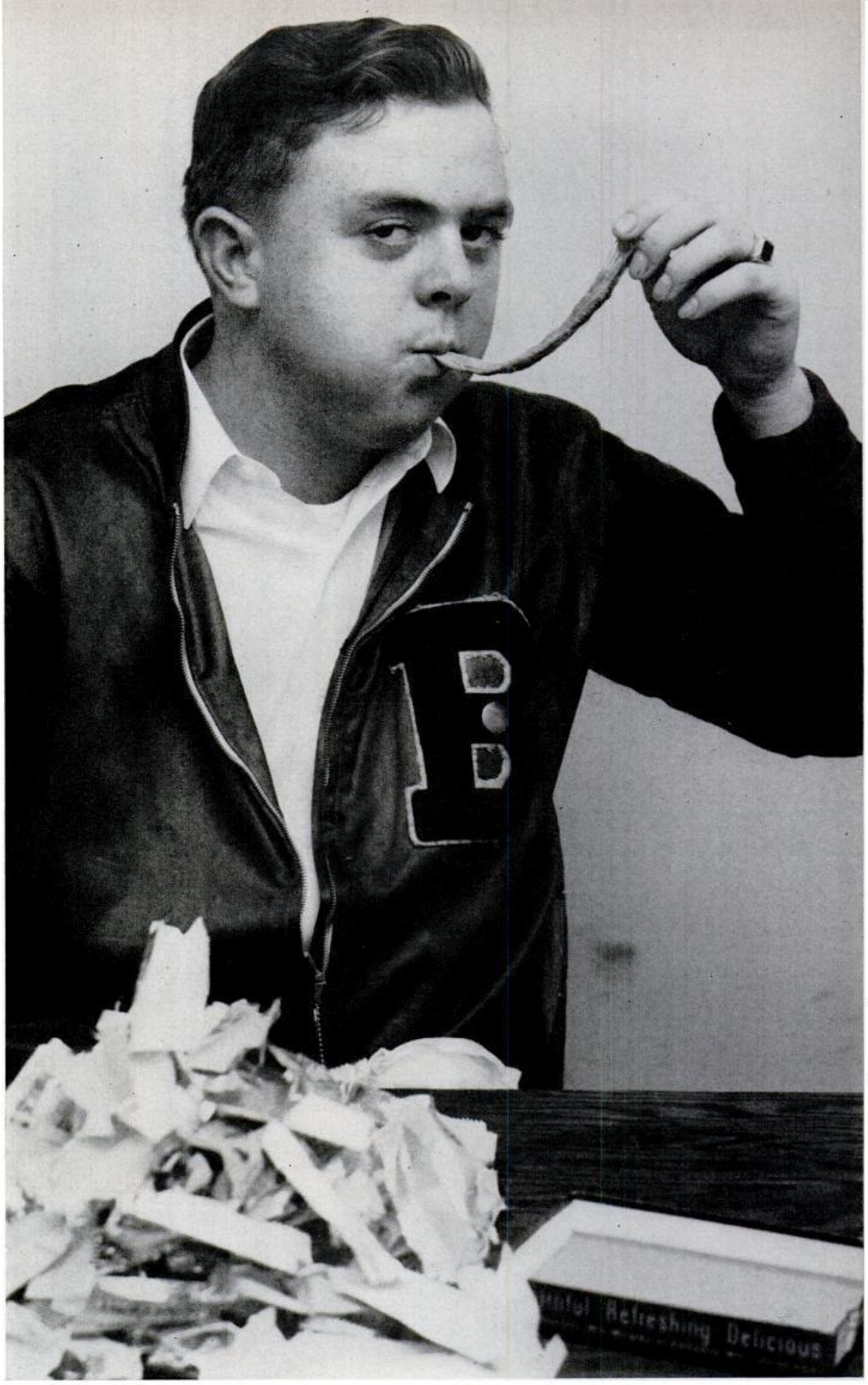


HOME AND ALONE, exhausted hero walks into bedroom and stares at floor while visitors celebrate.

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LADY CHAMP Sue Jordan (*at top*) of Winston-Salem, N.C. chews with shoes off in try for record.



"MIGHTY MOUTH" Clyde Stewart McGehee, 17-year-old ex-champion who lives near Reidsville, N.C., cut short his last record chew when he became hungry, expects to regain the title with ease.

'MIGHTY MOUTH' SWEEPSTAKES

U.S. youths vie for record of chewing the most gum the longest

American youth, which once gulped down live goldfish, is engaging in a new, far more fatiguing pastime. Last month a 16-year-old Canadian, Bert Rackett, claimed a world's record after working 48 sticks of gum into a manageable wad and chewing it for three hours. Promptly an Ohio State freshman beat this mark, only to be outdone by Sue Jordan, a 21-year-old Multilith operator. Miss Jordan was soon dethroned by Clyde Stewart McGehee, otherwise known as "Mighty Mouth," a six-foot, 200-lb. high school freshman who trains on plugs of tobacco. She regained the title with 80 pieces of Doublemint, on which she chomped 15,600 times in 5 hours, 12 minutes —but was topped again by "Mighty Mouth," who masticated 105 sticks of Juicy Fruit for a full six hours. Last week, after Richard Walker, a Lexington, N.C. Boy Scout, set a new record of 135 sticks and 8 hours, Miss Jordan rested her weary jaws, but "Mighty Mouth" refused to be outdone. No matter how much gum anyone might chew, he boasted, "I will chew at least one more stick one more minute."



CHAMP RICHARD WALKER, AGE 14, 135 STICKS

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WITHOUT THIS VITAL MOISTURE HUMAN HAIR CAN "DIE" OF THIRST!



Human hairs' vital moisture and its protective oils evaporate in dry atmospheres, in heated homes and offices, often at a faster rate than the scalp can replace them. Sun and wind, improper drying, waving, curling, dyeing and shampooing practices also dehydrate hair dangerously.



Amazing before-and-after tests prove to Leading Dermatologists that Charles Antell Formula 9, by Helping Replace Moisture, Revives "Life", Lustre, Manageability, Curl-Tendency; makes Drab, Dry, Dehydrated Hair Look Lovelier, Overnight.

Human Hair owes its healthy, handsome appearance, its "life," strength and manageability to the fact that, under ideal conditions, it contains and retains as much as 80% moisture that normally is "married" to the hair by the scalp's natural oils.

Because this moisture can evaporate; because human hair can "die" of thirst, Charles Antell created Formula 9, with its concentrated, *super-refined, anhydrous* lanolin. For *super-refined, anhydrous* lanolin not only contains the same beneficial moisture-loving substances natural scalp oils contain, but so much so that it absorbs or retains up to 80% of its own weight in moisture.

Amazing Before-and-After tests now prove to leading dermatologists that this *super-refined, anhydrous* lanolin in Formula 9 is thirstily absorbed by the dehydrated outer layers of hair and scalp; that it helps rectify lost oil-and-moisture balance, to make drab, dry, dehydrated hair look healthier, handsomer, more manageable overnight.

When you shampoo your hair, use Charles Antell Lanolin Shampoo, also. It, too, is made with super-refined lanolin, to cleanse without dehydrating. Formula 9, Cream or Liquid, from 89¢. Charles Antell Shampoo, from 59¢. Special money saving Formula 9 and Shampoo offers, from $1.35. Available at drug and cosmetic counters everywhere.

HUMAN HAIR IS SEXLESS



No ordinary hair dressing made offers Men the good grooming and hair "Life" qualities found in Charles Antell's Formula 9

Dry hair is common to both male and female. Because this is true, and because hair is sexless, Charles Antell's Formula 9 is equally effective for men and for women; so much so that Charles Antell's Formula 9 is today America's number one product for the care of the scalp and hair, with men *and* with women.



THE COMPLIMENTS WILL TELL YOU DID WELL TO USE ANTELL

CREAM FORMULA 9 • LIQUID FORMULA 9 • CREME SHAMPOO • LIQUID CREME SHAMPOO • LIQUID SHAMPOO • DEODORANT SOAP

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LIFE ON THE NEWSFRONTS OF THE WORLD

Chicago is scared by rabies, Hindu holy rite has a tragic ending, a Soviet spy asks for asylum



WHERE THE TREAD OF AN ARMY TANK TROD

An M-41 tank traveling in convoy on the road from Long Beach to Pasadena swerved to miss a car and the result was a motorist's nightmare come true. Before its driver could pull the huge machine to a halt, it had crunched across the backs of five parked automobiles. The cars, fortunately unoccupied, would never be the same again.

Panic in the streets



DOG THAT BIT 14

A stray pup on the street would send Chicago pedestrians into a panic last week. In five days 331 people had been bitten by dogs or cats and Cook County was under rabies quarantine. One boy had died when his doctor did not recognize rabies. Dogcatchers were put on double shifts to pick up the city's 100,000 strays. Dog pounds were filled with pets whose owners, frightened lest they pick up the disease, had turned them in. Worst of all, some people who had been nipped but not inoculated were walking the streets unaware of their danger. One rabid dog bit 14 people before it was caught. Twelve of them showed up for shots and newspapers printed pointed pleas that the others do too, lest they die an agonizing death.

The war in Indochina took a turn for the worse as the Reds launched a drive to capture the twin capitals of Laos and gain a major psychological victory. In Washington the National Security Council was deliberating a behind-the-scenes proposal to send U.S. troops and a U.S. commander under whom French and Vietnamese forces would serve. The U.S. speeded up delivery of B-26 bombers. And on direct orders from President Eisenhower aviation technicians—the first of 400—began to arrive in Indochina.

Bevo Francis, the 6-foot-9 inch sophomore of the Rio Grande College basketball team, set a record for single-game scoring by personally making 113 points against Hillsdale College. Bevo, whose season average is 48.9 points per game, got his 113 by sinking 38 baskets from the field and making good on 37 out of 45 chances at the free throw line. His team won, 134 to 91.

'Auspicious moment' brings tragedy

Four million Hindus converged on the banks of the holy Ganges and Jumna Rivers at the point where the two meet, hoping to bathe in the sacred waters at an "auspicious moment" which occurs only every 144 years. This rite is said to free the souls of the bathers from having to live through the multiple reincarnations that their faith decrees. Suddenly, while police tried to hold them back so that spear-carrying holy men could bathe first, the crowd stampeded, most of the 4 million trying to get into the water at once. When the crush was over, about 500 persons, including many women carrying babies, had been trampled to death or fatally injured on the holy men's spears.



PROMISING TRIO MAKES SINGING DEBUT

At a $2.70-a-plate Lincoln Day rally in the Capitol attended by 7,500 Republicans, the President and his wife lined up with former President Herbert Hoover to sing God Bless America (above). *Since everybody else was singing too, nobody could hear how good the trio sounded. Just before the song, however, the President sounded fine to the audience during a vigorous speech which lambasted the Democrats as "prophets of gloom who say that we are going to . . . stumble, fumble or fall." The U.S. doesn't need to fall, said the President, and the G.O.P. is "the best political instrument available" to keep it from doing so.*

A spy comes over to our side

Handsome, athletic Yuri Alexandrovich Rastovorov, the second secretary of the Soviet mission in Tokyo, had always seemed to be more interested in tennis than in political affairs. But despite his casual attitude, he was rumored to hold the rank of lieutenant colonel in the MVD and was thought to have a far-flung system of Red agents throughout Japan spying on U.S. military forces. Recently Rastovorov got some ominous news which would make any Russian agent think back over past mistakes and worry about his future: he was ordered to fly home to Moscow with a touring Soviet skating team, presumably in order to undergo "consultations" about his record. Instead of risking it, Rastovorov went to U.S. Intelligence agents and asked for political asylum. His request was promptly granted and, in spite of anguished howls from the Russians that their man had been "kidnaped," he was packed off to Okinawa in a special C-54. There he was presumably telling to the Americans everything he knew about the espionage system of the Reds in Japan.



RASTOVOROV

Syria's bombers and artillery were reported to have bombarded the mountain villages of the traditionally rebellious Druze tribesmen, killing 50. The Druze, a minority religious sect, were revolting against the one-man rule of General Adib Shishekly. After the action Shishekly seemed in little danger of losing power. But the tough Druze —who claim to have captured eight of the army's tanks in homemade traps —vowed they would fight on.

Fears for the Pope

Fears for 77-year-old Pope Pius grew as the result of a gastric ailment. He had been hiccuping for 10 days and was unable to eat anything but liquids. Two German medical specialists were called in for consultation. The Pope's audiences and other duties were postponed. His two nephews came to call on him at bedside. An official Vatican bulletin announced that the persistent hiccups had finally stopped but stated that the Pope still could not take foods and that he was very weak.



MRS. DIMAGGIO AND THE DELIGHTED PRESS

Landing in Tokyo, honeymooners Joe DiMaggio and Marilyn Monroe were marooned in the plane for half an hour by fans. Photographers kept Marilyn posing until she said she was overtired, but she announced she would go on to Korea to entertain GIs.

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WELCOME PRICE

You'll be pleased with today's lower price for "The Noblest Bourbon of Them All." OLD TAYLOR is now yours to serve, with all its rare mellowness, at a price even less than you may think. How welcome is a lower price for such a luxury whiskey in these days of high living costs! Here is your invitation to make OLD TAYLOR *your* bourbon.

The Old Taylor Distillery Company
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OLD TAYLOR

Kentucky Straight Bourbon Whiskey

"THE NOBLEST BOURBON OF THEM ALL"

UNDER SUPERVISION OF U.S. GOVERNMENT
100 PROOF · BOTTLED IN BOND



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THE SHAPERS OF A FATEFUL U.S. DECISION

One of history's most powerful clusters of military leaders recently finished another session in its regular Pentagon conference room, stacked big briefcases, then stood for its first formal color portrait since taking office last summer. The Joint Chiefs of Staff bring a diverse but well-rounded battery of talents to their jobs: (*left to right*) the Air Force's deliberate, forthright General Nathan Twining; aggressively brilliant Admiral Arthur Radford, chairman; the Army's stern, hard-working General Matthew Ridgway; the Marine's dedicated General Lemuel Shepherd, consultant to the Chiefs; the Navy's brainy, diplomatic Admiral Robert Carney. These men helped make and are implementing the Administration's decision for a fateful New Look in U.S. military posture—to depend chiefly on U.S. capacity "to retaliate instantly by means and at places of our choosing." With this emphasis on the atom and the aircraft the man on the far left now steps into the driver's seat of U.S. military operations.

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RCA VICTOR brings you the most-wanted* picture in 21-inch TV

—*now only* $199.95

The new "MASTER 21"



Model 21S348, **$199.95**

* *Nationwide survey by the Elmo Roper research organization shows RCA Victor the television most people want, most people have bought, and having bought want to buy again.*

Completely new 21-inch *Farrell.* Ultra-modern console styling at attractive low price. Grained limed oak cabinet finish. Model 21S369, **$329.50**



Model 21S369

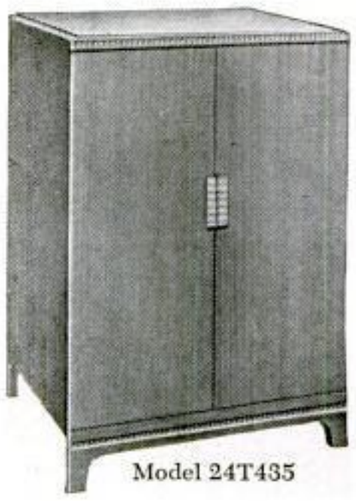
See the world's finest 24-inch picture on the new RCA Victor *Sewell,* at right. Mahogany finish (limed oak extra). Model 24T435, **$459.50**

Other RCA Victor sets, 17", 21", 24", 27", from $179.95 to $855. See your RCA Victor dealer soon.

Suggested list prices shown, subject to change without notice. Federal Excise Tax and full-year picture tube warranty included. Some models slightly higher in far West and South.

See Dennis Day on the RCA Victor Show, NBC-TV. See Your Show of Shows, NBC-TV. Hear Phil Harris and Alice Faye, NBC-Radio.

RCA pioneered and developed compatible color television.



Model 24T435

Today's soundest TV buy!

For only $199.95, you get every advance that has made RCA Victor the highest-rated picture in 21-inch TV. You get the famous 21-inch RCA Victor chassis—with the same powerful picture performance—that, according to independent published reports, *outperformed 9 other leading makes*—some costing as much as $40 more! The "MASTER 21", **Model 21S348. Ebony finish; maroon extra.**

And with *all* RCA Victor television . . .

- **You get the "Magic Monitor"** circuit system that locks finest picture with finest sound—*automatically!*
- **You get famous "Golden Throat" Fidelity Sound** from an exclusive RCA Victor balance of amplifier, speaker and cabinet.
- **You get "Rotomatic Tuning."** More to see—less to do. *For UHF areas, you can get a built-in UHF tuner at moderate extra cost.*
- **You get famous RCA Factory Service** (optional, extra), TV's finest installation and maintenance. Available in almost all TV areas—only to RCA Victor television owners. Ask your dealer for details.

Every year more people buy RCA VICTOR than any other television

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SAVE 71¢

CARA NOME Miniatures



Regularly $1.00 NOW 29¢

Cara Nome's hypo-allergenic face powder in choice of glamorous shades... *plus* a 1-dram bottle of exquisite Cara Nome perfume.

SAVE 39¢ **REXALL MILK OF MAGNESIA TOOTH PASTE *Plus* KLENZO NYLON TOOTH BRUSH**



Pleasant-tasting milk of magnesia formula helps neutralize acids for a sweeter, cleaner mouth. Brushes in choice of styles.

5½-oz. tube ...63¢ value
Regular 39¢ tooth brush $1.02 value

BOTH FOR ONLY 63¢

Helen Cornell Nylon Hair Nets, reg. or bob, 7¢
Helen Cornell Wave Set, brown, black, reg. 10¢, 7¢
Adrienne Powder Puff, 3¼" size, reg. 25¢..19¢

SAVE 50¢

SPUNTEX NYLON HOSIERY



51 gauge
15 denier
$1.29 value
79¢ pair

First quality DuPont nylons in the newest spring shades. Sheer, durable, full-fashioned for perfect fit. You'll want to look ahead and get several pairs at this bargain price.

FIGHTS COUGHS FROM COLDS 2 WAYS

REXALL CHERROSOTE



Highly effective formula soothes irritated throat membranes, helps relieve coughs and hoarseness due to common colds.

plus

MEDICINAL TEASPOON



for accurate and uniform dosage...a "must" for every medicine chest.

8 oz. reg. 98¢

BOTH FOR 89¢

FREE of extra cost
HANDY POCKET VIAL Reg. 33¢
25 tablets for pocket, purse or office drawer.

with

MONACET APC COMPOUND Reg. 79¢ $1.12
Effectively relieves headaches and muscular pains and discomforts of common colds. 100 tablets.

Both For ONLY 79¢



STOCK UP AT



CARA NOME CLEANSING CREAM, COLD CREAM OR DRY SKIN CLEANSING CREAM ... so pure, so safe ... these fine creams leave delicate skin clean, petal-smooth. Regular $1.10 jar.....Each 55¢



CARA NOME PERMACREME OR REGULAR LIPSTICKS ... long clinging, clear edging. Choose your favorite hue from a wide range of high-fashion shades. Regularly $1.10..... 55¢



REXILLANA COUGH SYRUP. Especially recommended for relief of dry, tickling coughs due to common colds. Pleasant tasting. 8 oz., regularly 98¢..... 49¢



REXALL HYGIENIC POWDER. Use in spray, gargle or syringe for personal daintiness. Absolutely non-irritating. Full pound, regularly $1.49..... 74¢



BISMA-REX MATES. Easy-to-take, pleasant-tasting tablets for fast and effective relief of discomfort caused by excess stomach acidity. 75 tablets, regularly 79¢... 39¢



FUNGI-REX POWDER. Soothes and helps relieve the burning discomfort of Athlete's Foot; combats excessive perspiration and foot odors. 4 oz., regularly 59¢.. 29¢



REXALL MINERAL OIL. Extra-heavy body ... colorless, odorless, tasteless ... non-fattening, non-habit-forming. Action is gentle but thorough. 8 oz., reg. 44¢.... 22¢



REXALL COD LIVER OIL. High potency ... for prevention of deficiencies of vitamins A and D ... the easy way to give these vitamins to infants. 8 oz., reg. 95¢..... 47¢



REXALL THERAMINS. High-potency, multi-vitamin capsules. Intended for treatment of definite vitamin deficiencies. 50's, regularly $4.75..... $2.37



REXALL VITAMIN B_{12}. Each tablet contains 10 mcg. of U.S.P. red crystalline B_{12}. A dietary supplement. 100 tablets, regularly $3.60..... $1.80

REXALL PENETRATING LINIMENT. Gives fast, soothing relief from stiffness, strains and muscular aches and pains caused by over-exertion, exposure. A medicine chest boon. 8 oz., regularly 98¢.....49¢

REXALL GLYCERINE & ROSE WATER. Softens and soothes chapped skin, protects from wind and weather. 4 oz., regularly 49¢.....24¢

REXALL SACCHARIN TABLETS. ¼ grain, 500's, regularly 63¢...31¢

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REXALL ASPIRIN. Three tablets for less than 1¢...and there's no faster-acting aspirin made. Every tablet contains 5 grains of pure aspirin. 50's, reg. 32¢..... **16¢**



STAG CREAM HAIR TONIC. Contains modified lanolin, leaves hair groomed but not sticky, relieves dryness. Has pleasant, masculine scent. 6 oz. bottle, reg. 79¢, **39¢**



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REXALL MILK OF MAGNESIA TABLETS. Neutralize excess stomach acidity, provide gentle but effective laxative action. 250 tablets, regularly 95¢..... **47¢**



REXALL ANTIHISTAMINE TABLETS. Give prompt and effective relief from symptoms and discomforts of common colds and hay fever. 50 tablets, reg. 98¢... **49¢**



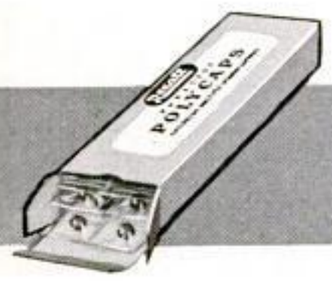
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REXALL RUBBING ALCOHOL. Our finest quailty. A cooling, invigorating rub-down ideal for gym, sickroom or general home use. 8-oz. bottle, regularly 39¢.. **19¢**



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REXALL ALPHA-CAPS. Give you more than 12 times the minimum adult daily requirement of Vitamin A. 100-tablet bottle. Regularly $7.95..... **$3.97**

STAG PERFUMED HAIR OIL. This pleasantly scented hair oil neatly grooms even difficult-to-manage hair without making it look greasy or "plastered down." 6-ounce bottle, regularly 75¢.....**37¢**

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MAXIXE CHOCOLATE COVERED CHERRIES



1-lb. Box 69¢ Value **59¢**

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Milk Chocolate Chips. Crunchy honeycomb chips coated with tempting milk chocolate. ½ lb., regularly 49¢.....**39¢**

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With rubber massage brush ... fits all faucets.

Defender Nose and Throat Atomizer, reg. $1.79...**$1.49**

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GIVEN Your Choice of

Stag Brushless Shave Cream. Jumbo tube, reg. 50¢

Stag Bay Rum Shave Cream. 3¼-oz. tube, regularly 40¢

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Brisk, bracing skin freshener with a masculine fragrance.

BOTH FOR ONLY 75¢

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LORD BALTIMORE RETRACTABLE BALL POINT PEN



Reg. $1.29 79¢

Press top to write, press again to retract. New non-smear ink will not stain, fade or skip. Black with gold cap and clip. Uses standard refill.

Lord Baltimore Portfolio. 36 large flat sheets with white linen finish, 24 matching envelopes, all in handy kit, reg. 59¢.....**49¢**

Cascade Linen Ink Tablets. Choose from letter or note size, plain or ruled, reg. 10¢, **3** for **25¢**

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Cascade Pen and Pencil Set. Gold-trimmed, steel-tipped pen; propel-repel pencil. Both have handsome gold-finish metal caps and sturdy pocket clips. $2.50 value.....**$1.19**

Belmont Filler Paper. 2- or 3-punch. regular 59¢ pack.....**53¢**

Cascade Typewriter Tablet. 8½″ x 11″ sheets, reg. 50¢...**43¢**

Zipper Portfolio. Made of genuine leather, 2- or 3-ring, brown, regularly $1.98.....**$1.79**

Belmont Lead Pencils with erasers, medium lead; ideal for home, office or school; one dozen, 40¢ value.....**27¢**

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WITH THESE SUPER-SUPER SPECIALS



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Precision-made, top quality. Flat type with magnified scale for quick, easy, accurate reading. Comes in a plastic case with handy pocket clip. Oral or rectal.

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Reg. 23¢
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16¢

Developed through years of research in leading hospitals and clinics. Sticks better . . . stays put longer . . . is positively less irritating. Choice of regular or waterproof.

Rexall Plastic Quik-Bands. Flexible adhesive bandages that stretch and cling, even to knuckles. Flesh color, plain or mercurochrome. Reg. 39¢....**36¢**
Rexall Quik-Swabs. 200 cotton-tipped applicators. Regularly 49¢.....**33¢**
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Rexall Gauze Bandage. Sterile, 1½" x 10-yard roll. Regularly 23¢.....**19¢**
Rexall Cotton Balls. Sterilized, 65's. Regularly 35¢.....**29¢**
Cotton 'N Swabs. Individually sealed cotton swabs in handy dispenser with pull-out bulk cotton section. Regularly 89¢.....**79¢**

SUPER-SPECIALS ON EVERYDAY NEEDS

Men's Pocket Comb......**3¢**
Maximum Hard Rubber Pocket Comb. Fine and coarse teeth. 5" size. Reg. 19¢, **13¢**
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Permedge Razor Blades. Single-edge 18's or double-edge 20's, 3 packages.....**89¢**
Klenzo Cellulite Sponge. 35¢ value..**23¢**

KLENZO

TISSUES

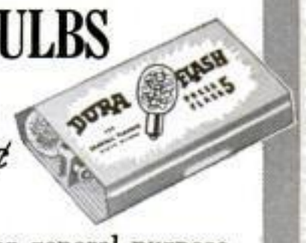


4 boxes for 83¢

300 sheets to the box . . . extra-strong, extra-soft, extra-absorbent. Choice of white or assorted colors. Stock up for months ahead at this new all-time low price!

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"PRESS 5" BULBS



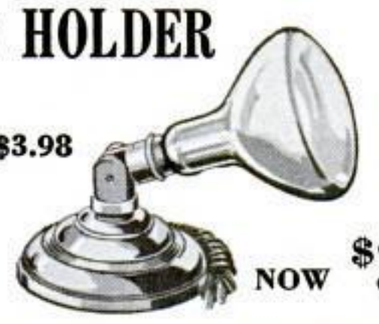
Package of 8
Reg. $1.04 88¢

Popular sized bulbs for general purpose flash pictures. Ideal for the amateur photographer. Blue dot on bulb indicates factory approved condition.

Foilwrap Aluminum Foil. In handy cutter box. 25' x 12". Use again and again. Regularly 39¢.....**31¢**
Scout Spotlight. 2-cell, slide switch, fixed-focus. Regularly $1.49.....only **$1.19**
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Klenzo Face Cloth. Reg. 17¢....**2 for 26¢**
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Extra fine. Reg. 10¢...**7¢ each or 3 for 19¢**

REX-RAY

"LO-GLARE" HEAT LAMP AND HOLDER



Reg. $3.98
NOW $3.19

Low-cost, "at-home" relief from muscular aches and pains. Adjustable to almost any position desired. Has convenient, snap-on spring clip hanger . . . heavy, durable cord. Underwriters' Laboratories approved.

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HAIR BRUSHES

Men's and Ladies' Styles
$2.00 Value
ONLY 89¢



Choose your favorite style and color from this handsome assortment. Ladies' styles —Professional, Half-round or Oval. Men's Club style. All have long-lasting, scalp-massaging nylon bristles. All are genuine bargains.

Deb Shower & Make-Up Kap. Crepe rubber, choice of colors. Regularly 59¢....**45¢**
Rexall Deluxe Junior Toothbrush. Soft nylon for children. Reg. 39¢.....**2 for 59¢**
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Rex-Ray Infra-Red Lamp. "Hard glass" for greater safety. Regularly $2.95...**$2.29**

Men's and Ladies'

GENUINE LEATHER BILLFOLDS



Reg. $2.00
99¢

Assorted styles with many attractive features: zippers, removable pass cases, coin purses, etc. Ladies' models in red or green; men's in redwood, pigskin, brownwood, brown or black.

REX-RAY

VAPORIZER



Reg. $6.95
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Durable plastic base; automatic shut-off. Detachable cup for medicants. Produces steam in seconds. Comes with ½-gallon jar for 10-12 hour vaporization. Underwriters' Laboratories approved.

Rex-Ray Vaporizer. Automatic shut-off, pint size, regularly $3.19.....**$2.59**

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Medford Toilet Tissues.....**4 rolls for 59¢**
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Canvas Utility Zipper Bag. 18", sturdy construction, brown, blue, reg. $2.98, **$2.29**
Shaving Mirror. Plain and magnifying sides, 5½", standing or hanging bracket, **44¢**

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Unbreakable . . . 7 oz. capacity . . . choice of colors. YOURS AT NO EXTRA COST with purchase of any one of these money-back guaranteed Rexall products.



BISMA-REX POWDER. Exclusive Rexall formula neutralizes excess stomach acidity promptly . . . eases gastric distress, soothes and protects irritated stomach membranes. 4¾ oz..... **79¢**

REXALL NASOTHRICIN. Double-action nose drops with antibiotic Tyrothricin; relieve stuffy nose . . . inhibit many bacteria . . . cover nasal passages more thoroughly. ½ oz. with dropper..... **69¢**

REXALL MOUTHWASH WITH CHLOROPHYLL. Mint-flavored breath sweetener and refreshing gargle. Gives more complete coverage, deeper penetration; keeps breath clean. Pint.. **79¢**

REXALL CELUREX LAXATIVE. Modern therapy for constipation . . . gives 2-way relief . . . supplies natural, lubricating bulk plus gentle stimulation. Bottle of 130 tablets..... **$1.69**

REXALL MULTI-VITAMIN FORMULA V-10. A new, easy-to-take formula carefully balanced with Iron and Vitamins A, D, B_1, B_2 and B_{12} to aid as a dietary supplement. Pint.. **$1.98**

BISMA-REX GEL



8 oz. **$1.19**

Rexall's famous 4-way antacid in *liquid* form, with Aluminum Hydroxide for the plus advantages of adsorbing excess acidity and leaving protective covering.

REXALL LOZOTHRICIN



12's **69¢**

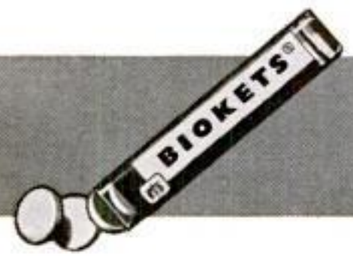
Cherry-menthol flavored lozenges that combine pain-relieving aspirin with antibiotic Tyrothricin. Soothe and relieve coughs and hoarseness due to colds.

REXALL ANAPAC



36 tablets **98¢**

Combines antihistamine with time-tested APC Compound for quick, all-around relief from cold symptoms plus the fever and pain that usually accompany a cold.



REXALL BIOKETS. Pleasant-tasting troches that combine local, pain-relieving ingredients with the antibiotic action of Tyrothricin. Soothe minor throat irritations and soreness. 15's... **69¢**



AEROSOL REX-SALVINE. Quick, spray-on relief from burns. Cooling, antiseptic spray forms protective film to prevent infection, promote healing. Stainless, greaseless, easy to use. 5 oz. **$1.39**



AEROSOL FUNGI-REX. For Athlete's Foot. Finger-tip controlled, spray-on relief that gives positive coverage to entire infected area. Eliminates messy applications. Stainless. 4 oz..... **$1.59**



REXALL SWEET'N-ETS SPRINKLE. Non-fattening, granulated sweetener in a shaker to give you all the taste—yet no calories—on sugar-restricted diet menus. 2¼ oz. **98¢**



REXALL SALTEE-FLAVOR SHAKER. The easy-to-use, no-sodium salt substitute in a shaker! Marvelous table and kitchen seasoning in diets where sodium must be restricted. 2½ oz. **79¢**

COLBY'S MEN'S WRIST WATCH



Reg. $4.95 **$4.39**

Ideal for active men and boys. Jeweled, shock-resistant movement, stainless steel back, unbreakable crystal.

Colby Pocket Watch
Reg. $2.59, only....**$2.29**

REX ALARM CLOCK



Reg. $2.79 **$2.39**

40-hour movement, luminous shut-off button. Beautiful mahogany finish.

With Luminous Numerals and Hands.
Regular $3.49.....**$2.98**

SILVER KING PIPES



$2.00 Values **89¢**

Terrific bargain! Finest Algerian briar with wide silver band. Hard rubber screw or push stems. Aluminum filter. Choice of popular styles.

Save Over 50¢ STORK BOTTLE WARMER



Reg. $2.49 NOW **$1.98**

Has automatic shut-off. U. L. approved. Choice of blue or pink. Provides prompt, efficient heating for baby's bottle.

CAPE COD LUNCH KIT

With Pint Vacuum Bottle



Handsomely enameled, sturdily built with reinforced corners for longer wear; workman's style. Has collapsible grip, ventilating louvers and convenient name slot.

Reg. $2.59 Only **$2.39**



CAPE COD WIDE MOUTH VACUUM BOTTLE

Pint size
Reg. $2.49
$2.29

Drink from it . . . eat from it, too! Spoon reaches easily to bottom. Fits into lunch kit with room to spare for other food, plus standard vacuum bottle.

Cape Cod Lunch Kit and Wide Mouth Vacuum Bottle. Both above values at still greater saving. Reg. $4.98... **$4.49**

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ON FIRING SQUAD De la Rosa identified himself as man second from right. Maximilian distributed gold pieces, took off blindfold, asked not to be hit in face.

PATRIOT'S PASSING

Mexican who shot Maximilian at 26 dies at 113

Eighty-seven years ago the Archduke Maximilian of Austria, who had been set on the throne of Mexico by Napoleon III, faced a Mexican firing squad, his three-year reign having ended when Napoleon deserted him and the populace arose. In the squad—according to accepted Mexican tradition—was 26-year-old Manuel de la Rosa, an army bugler. Having helped execute the foreign usurper, De la Rosa became a hero. For decades afterward he donned a bemedaled uniform and strutted with the troops on patriotic holidays, taking on the stature of a national monument.

But between parades De la Rosa got little attention. Last summer he wound up sick and destitute in a Mexico City army hospital. Discovered there, he received encouragement from President Ruiz Cortines. The old soldier, now 113, felt better, asked for tequila and gave out an interview in which he scorned science in modern war, regretted the passing of buglers in battle and recalled "the brave, blond emperor" he helped execute. Last month De la Rosa died, the only survivor of an event that made modern Mexico, and, by presidential order, was buried with full military honors.



ON DE LA ROSA'S CASKET, watched over by soldiers and two veterans of 1914 invasion of Veracruz by U.S., are sergeant's bugle, cap and a veterans' flag.

← SHAKO, MEDALS, BEARD MADE DE LA ROSA A STANDOUT IN BIG PARADES

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Introducing the new TV design sensation

WESTINGHOUSE "CAPRI"

Here, at last, is TV with entirely new and distinctive styling. Here's TV that blends in with any setting. The Westinghouse Capri "floats" on graceful adjustable legs. The cabinet swivels for easy viewing from any room location. The colors are fashion favorites: grey linen stripes on walnut finish base; decorator bisque on walnut finish; rich mahogany grain on mahogany finish, as illustrated, Model 828T21.

Here, too, is TV performance at its newest and best. Pictures that stay clear automatically—no streaks, no flutter, no flopover! Reception that delivers thrilling true dimension pictures wherever you live. Single Dial UHF/VHF tuning optional. Yet the price of TV's most sensational new design is incredibly low. For additional savings you may buy the set without the base.

Westinghouse 1954 TV, in a range of traditional or modern console and table models with America's most-wanted performance features, is yours at new low prices.



The "Capri" was created for Westinghouse by Harley Earl, internationally famous designer of *Le Sabre*, "the car of the future". Mr. Earl has won wide acclaim for his "form follows function" styling for contemporary living. The Capri is a thrilling example, with its crisp lines and flexible design. See it now!

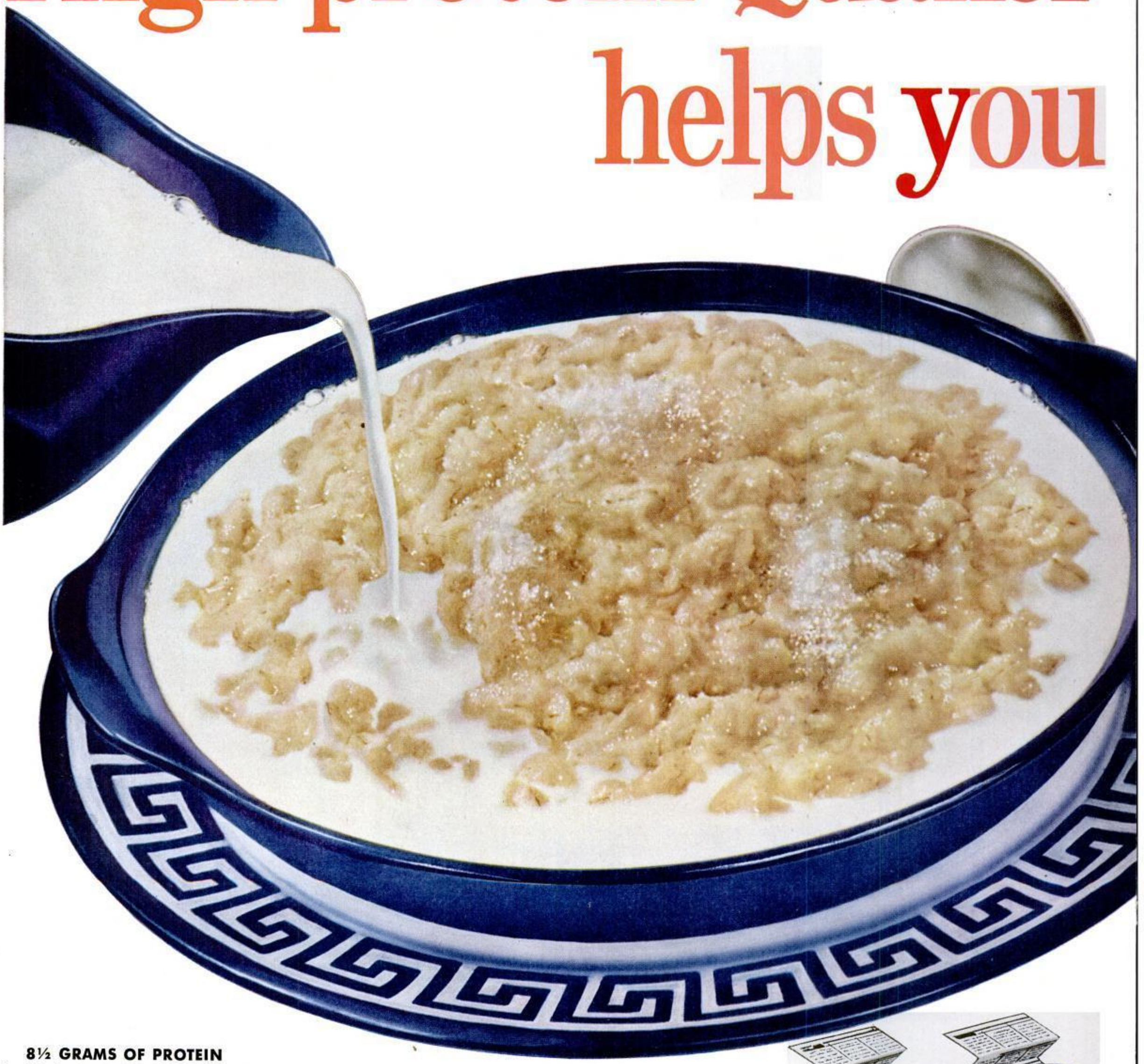
Westinghouse Electric Corporation, Television-Radio Division, Metuchen, N. J.

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BE SURE TO TUNE IN EVERY WEEK...TV'S TOP DRAMATIC SHOW: WESTINGHOUSE STUDIO ONE

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High-protein Quaker helps you



8½ GRAMS OF PROTEIN
in this bowl of creamy-delicious hot Quaker Oats with ½ cup milk and 1 teaspoon sugar. Yet only 221 calories.

EASY TO MAKE AS COFFEE!
And just as quick! Simply pour Quick Quaker Oats in boiling water. It cooks completely – ready to serve – in only 2½ minutes!



Look for Weight-Control Menus inside Quaker and Mother's Oats packages!

Quaker and Mother's Oats are the same fine oatmeal

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Oats control your weight!



Protein at breakfast is new key to weight control

Now it is known that an easy way to control weight is to start with a high-protein breakfast. Protein cuts down hunger. Yet protein foods keep you well-fed. And oatmeal gives you far more protein than any other leading cereal. That is why you can eat a bowl of creamy-delicious Quaker Oats with milk and sugar every morning—and control your weight.

The trend is to high-protein foods like Meat, Milk, Eggs, and Quaker Oats

Nowadays weight-conscious men and women are eating high-protein foods like Quaker Oats for breakfast. They are avoiding the fattening starchy foods. And they know oatmeal is their most economical source of breakfast protein.

Modern new weight-control menus are now in Quaker Oats Packages

You will enjoy good eating at every meal and control your weight with these Menus. There is no special cooking required for weight watchers. These are basic meals. They are tasty, economical, satisfying!



Here is a Typical Day's Menu

FOR WEIGHT CONTROL *1600 Calories*	THREE SATISFYING MEALS	FOR GROWING CHILDREN AND ACTIVE ADULTS *2400 Calories*
BREAKFAST Grapefruit (½) Quaker Oatmeal (⅔ cup) with ½ cup whole milk, 1 tsp. sugar White Toast (1 slice) with 1 tsp. butter Coffee (black)		**ADD** Soft-cooked Egg (1) Jelly (1 Tbsp.) Whole Milk (1 cup)
LUNCHEON Pea Soup (½ cup) Ham Sandwich (2 slices Oatmeal Bread, 2 slices boiled ham, mustard, lettuce) Apple (1) Skim Milk (1 cup)		**ADD** Butter (2 tsp.) to Ham Sandwich Raisin Spice Oatmeal Cooky (1) Serve Whole Milk
DINNER Juicy Meat Loaf (1 slice) Boiled Potato (1 small) with ½ tsp. butter Green Beans (⅔ cup) Salad (½ tomato, 2 Tbsp. cottage cheese), no dressing Carrot Sticks (3 or 4) Low-Calorie Cupcake (1 small) without frosting Skim Milk (1 cup)		**ADD** Bread (1 slice) with 1 tsp. butter Butter (½ tsp.) for green beans French Dressing for salad (1 Tbsp.) Frosting for cupcake Serve Whole Milk

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"Mommy, it's Carnation time"

8 out of 10 mothers who feed their babies a Carnation formula say: "My doctor recommended it."

There is no finer, safer milk for babies than this "milk from contented cows." It has given a head start in life to millions of children here and abroad. It has been a standard of milk quality for over half a century.

It's the milk every doctor knows.

Ask *your* doctor about Carnation.

Enjoy Burns & Allen, CBS-TV, every week; also Stars Over Hollywood, CBS radio, every Saturday, and When a Girl Marries, ABC radio, Monday through Friday.



Famous Carnation Milk Farms near Seattle, Washington—the Home of "Contented Cows"—where Carnation quality begins.

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SCIENCE

CHICKENS NEVER LEARN

Goggle tests show experience does not help them find food

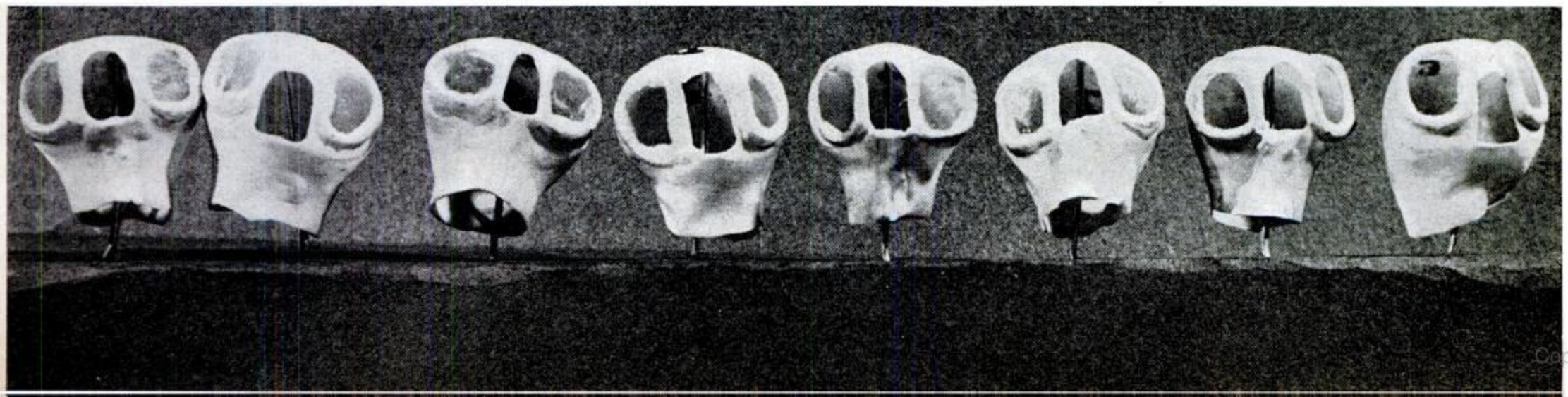
This helmeted hatchling, glaring goggle-eyed like a chick from Mars, is actually trying its inadequate best to figure out a world in which nothing is where it seems to be. The chick's rubber helmet is fitted with prisms for eyepieces, so that objects which appear to be directly in front of it are really off to one side. The strange headgear was designed by a University of Chicago psychologist, Dr. Eckhard Hess, to determine how a newly hatched chick accurately locates objects, such as kernels of grain: whether it does so by instinct, or whether it has to go through a learning process, as children do.

To find an answer Dr. Hess has been clapping helmets on chicks immediately after hatching and then putting them out to peck. Spotting a kernel, a chick will eagerly peck away at it, but since the grain is not really where it appears to be it gets nothing (*p. 52*). Hess has put some 50 chicks to pecking at nothing, but not one of them has benefited enough from experience to shift its pecking to where the grain actually is. Thus, concludes Hess, chickens locate objects by inborn ability rather than by learning. The conclusion lends support to an opinion long held by many farmers: chickens are not very bright.



PEERING THROUGH PRISMS, CHICK THINKS OBJECTS OFF TO ONE SIDE ARE REALLY IN FRONT OF IT

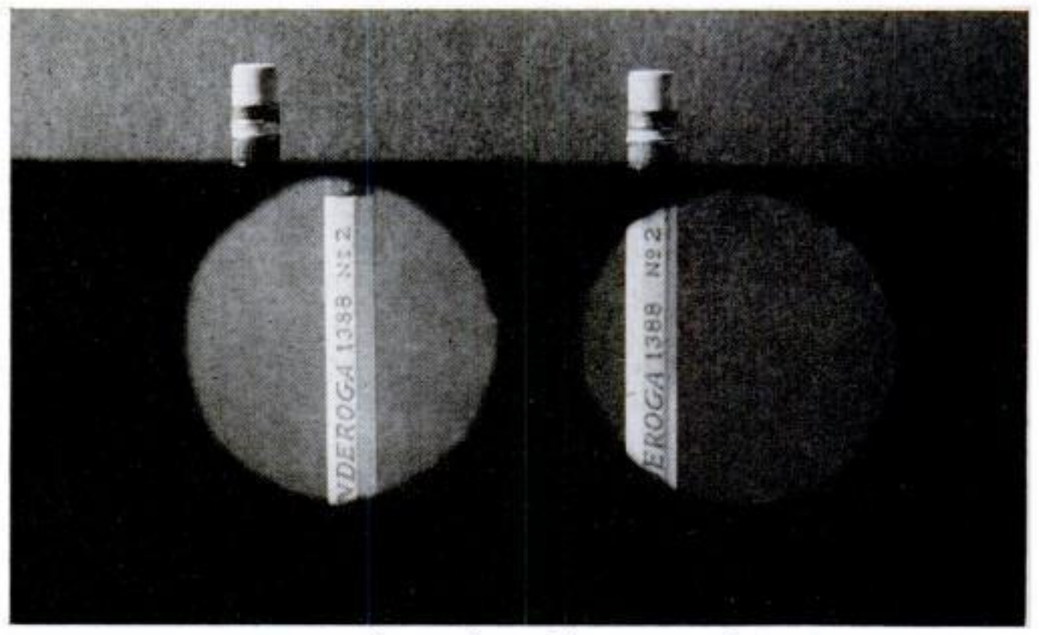
RUBBER HATS, WITH PLASTIC PRISMS FOR EYEPIECES, ARE SLIPPED ON CHICKS' HEADS AFTER HATCHING, BEFORE THEY HAVE A CHANCE TO SEE NORMALLY



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MISSING A TARGET, a map pin mounted on a paper clip, a chick pecks at the air to one side where prisms in its helmet show it the map pin should be.

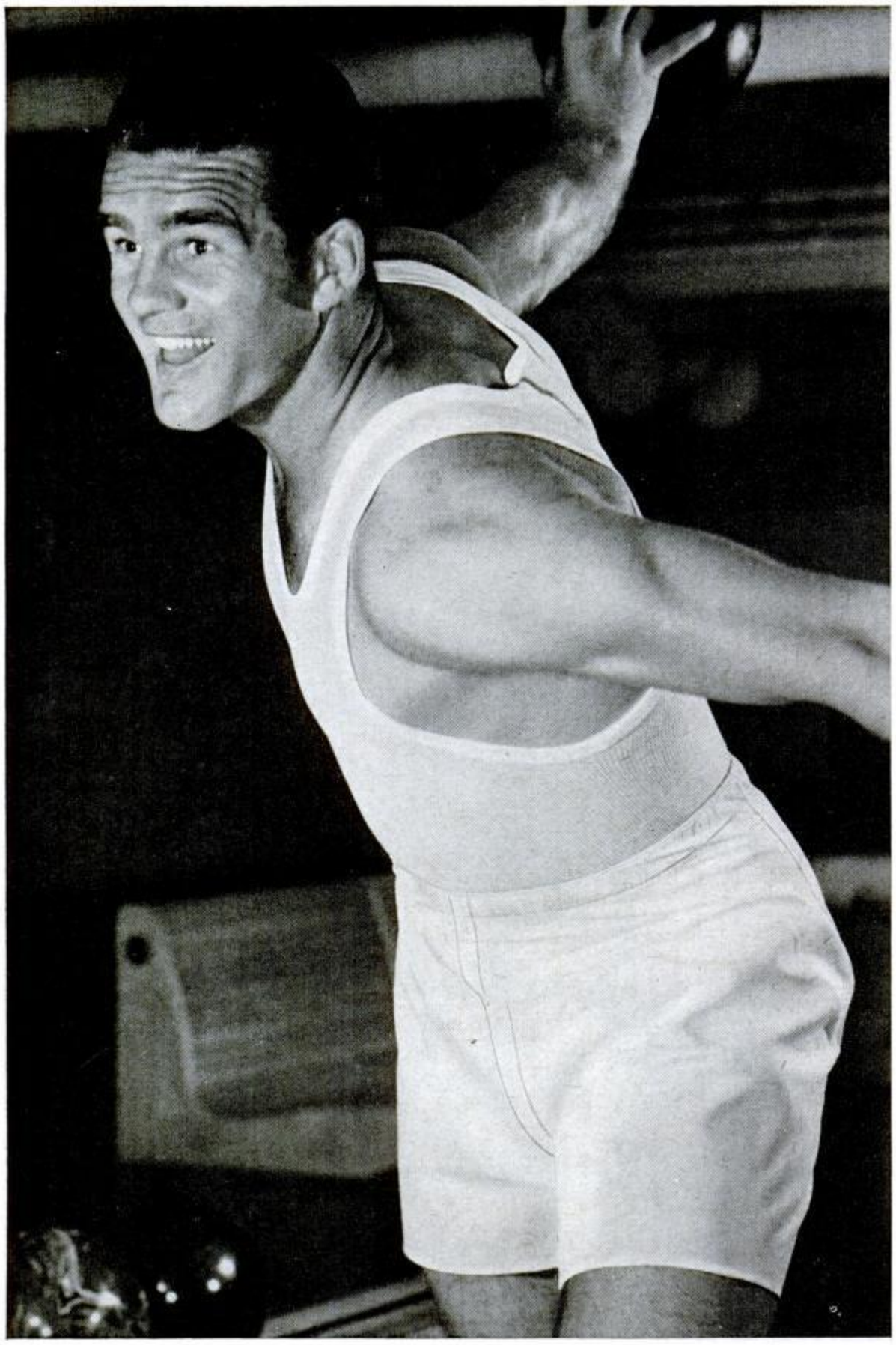


WHAT PRISM DOES is shown above. The prism at left makes the image of one pencil appear to right of its actual position. Flat disc at right does not.



MISSING A KERNEL, chick pecks at the floor. Some chicks have pecked for a week, getting new helmets as they grew, without getting a single grain.

CONTINUED ON PAGE 54



...rolling for a strike
or rolling back the rug
Arrow Shorts never bind

Here's comfort to spare. Comfort no matter what position you're in. It's all in the unique Arrow design . . . the roomy contour seat panel, the pleated crotch, the no-center-seam that eliminates "riding-up."

And all Arrow shorts feature "Sanforized" fabrics that won't shrink more than 1%. Get into a pair of comfortable Arrow shorts and get new and wonderful ease.

Shown in the main illustration: The boxer shorts with heat-resistant, all-elastic waistband. Arrow shorts are priced at $1.50 up. Arrow undershirts $1.00 up.



Smart-looking tie sides. GRIPPER Snap Fasteners.



Waist-fitting elastic side with GRIPPER Snap Fasteners.



Waistband with comfortable French back construction.



Guards—knitted briefs of combed cotton, $1.20 up.

ARROW® UNDERWEAR
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Again in '53... No. 1 in the world!

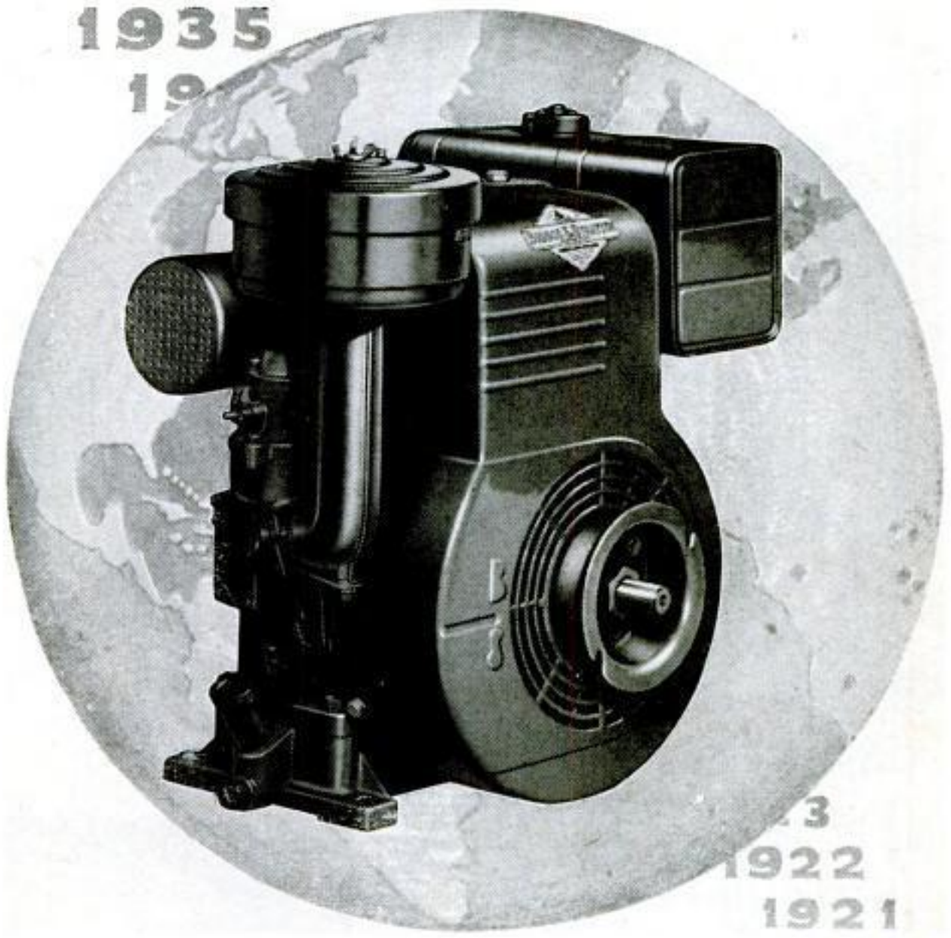
1952
1951
1950
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1920
1919

4 CYCLE

BRIGGS & STRATTON

GASOLINE ENGINES

- 4-CYCLE
- SINGLE-CYLINDER
- AIR-COOLED
- QUICK-STARTING
- 1 TO 8.4 H.P.



AGAIN in 1953 — more people bought equipment powered by Briggs & Stratton than equipment powered by any other air-cooled engine.

Look for this famous trade-mark on the engine when you buy a power lawn mower, a garden tractor — or any powered equipment for farm, construction or industrial use.

"It's powered RIGHT when it's powered by Briggs & Stratton" — the air-cooled engine backed by a world-wide factory-approved service organization.

BRIGGS & STRATTON CORP. • MILWAUKEE 1, WISCONSIN

In the automotive field, too, Briggs & Stratton is the recognized leader...the largest producer of locks, keys and related equipment.

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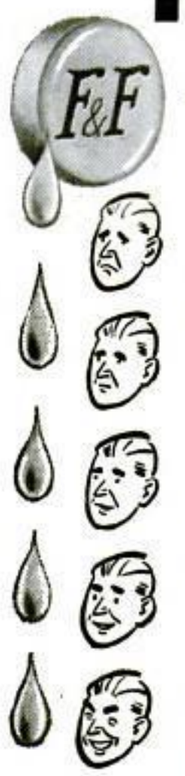
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cough



relief*

STARTS



*Racked by coughs due to colds? Allow a strongly medicated F&F COUGH LOZENGE to melt on your tongue—swallow the medication. Repeat four times. What a difference.

in 5

F&F stimulates natural secretions, helps moisten 'DRY THROAT'. Soothes sore areas, reduces irritation. F&F LOZENGES cover throat with **real medicine.** Get some today and feel better.

Swell for smokers, too!

swallows

Try Original Medicated or Wild Cherry



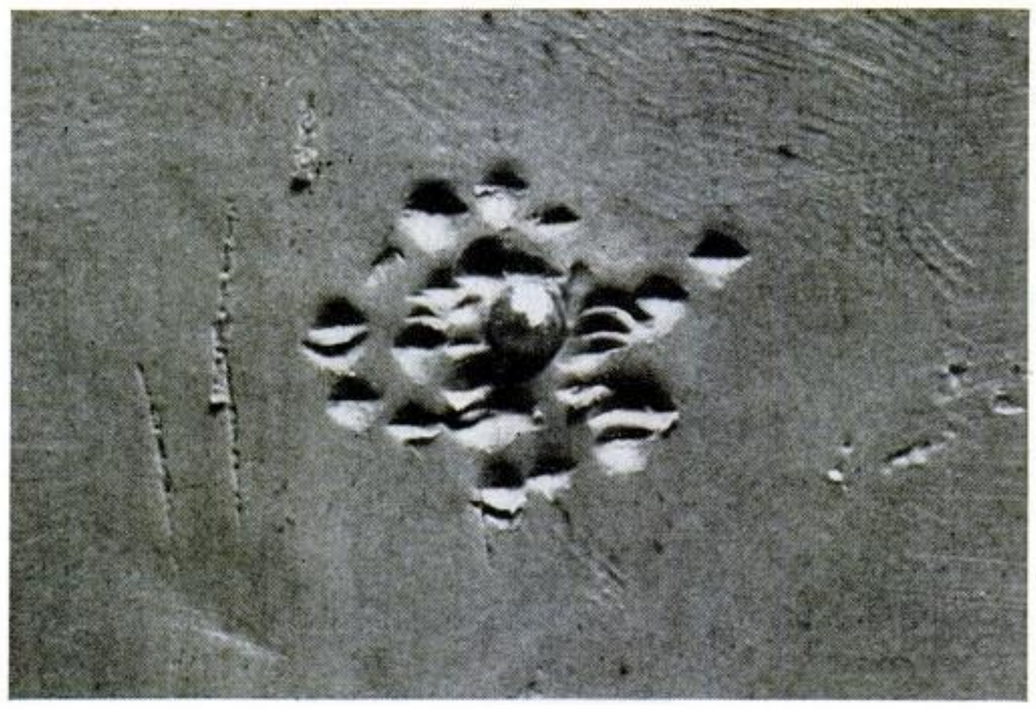
DON'T BE HALF A HOST!

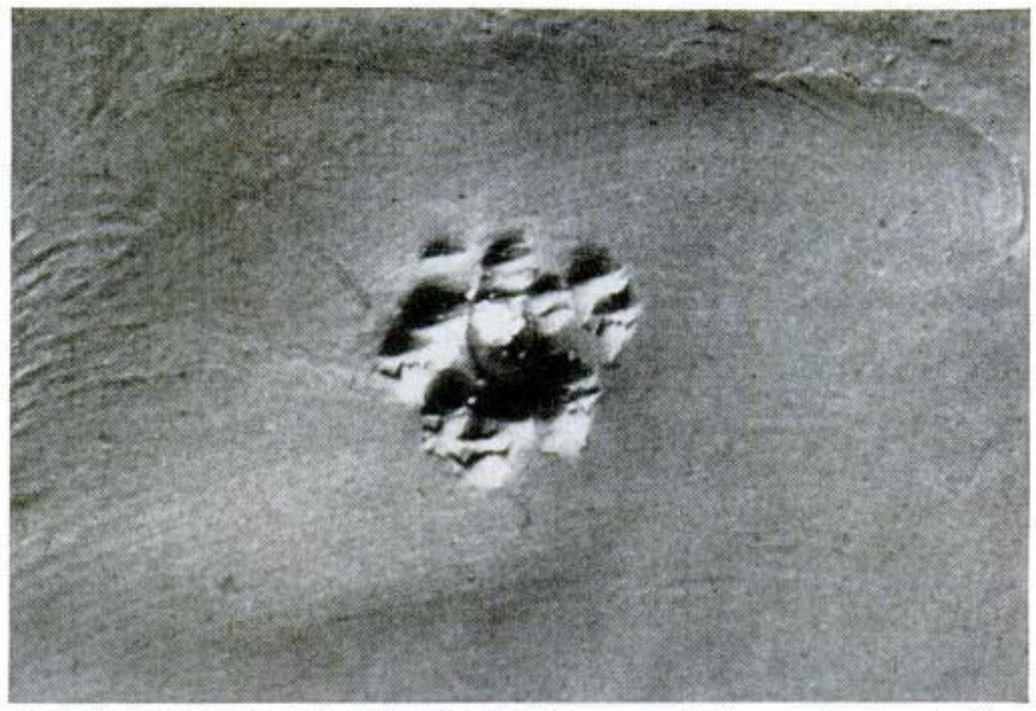


For Smoother, Lighter Drinks Step Up to KING Whisky!

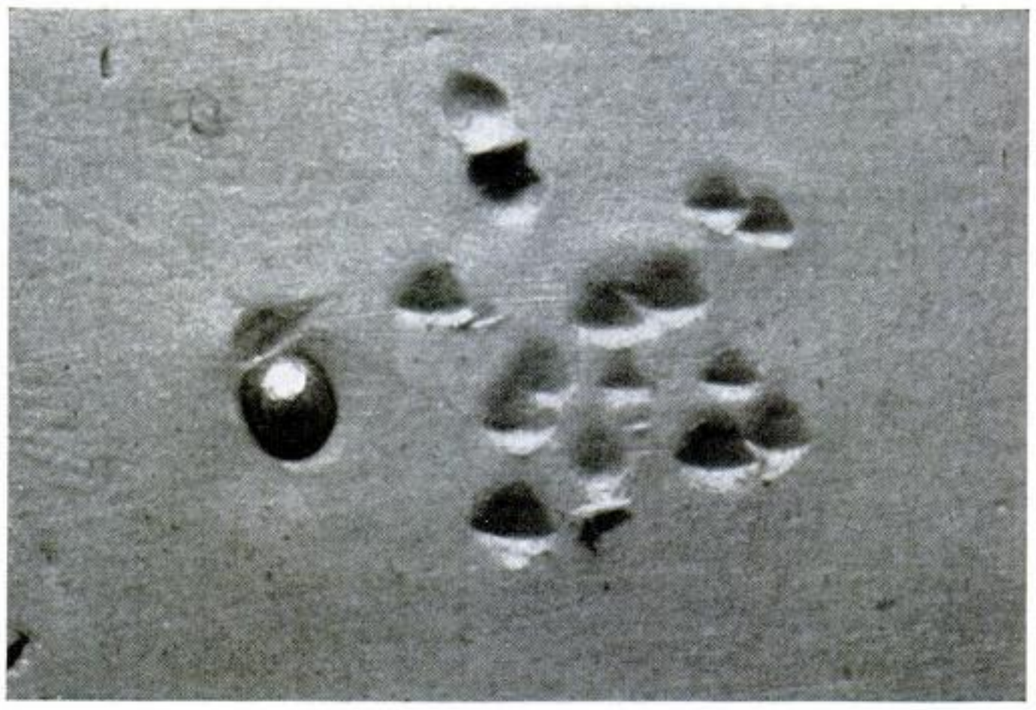
BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES, 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

Chickens Never Learn CONTINUED





ORDINARY PECKING PATTERN of young chick goes all around object (*top*) before hitting it. Pattern becomes tighter (*bottom*) as chick matures.

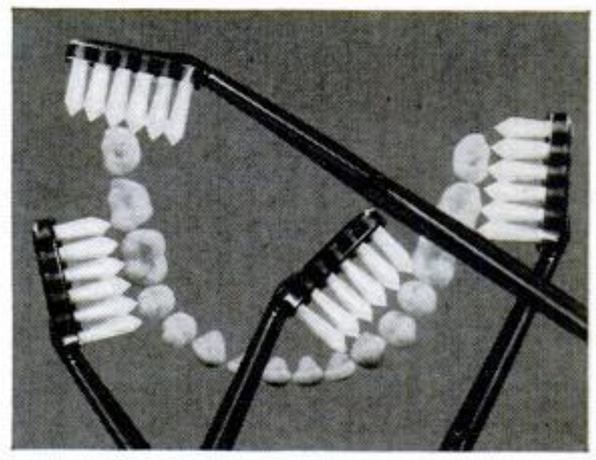




HELMETED CHICK'S PATTERN also develops. Though the pattern gets tighter, the chick's pecking continues to be completely beside the grain.

see

why Squibb Angle Toothbrushes clean so thoroughly



To help clean hard-to-get-at places all Squibb Toothbrushes are bent like your dentist's mirror . . . an exclusive Squibb feature.



Look for this

SQUIBB

package at your drugstore

PARRAKEET OWNER?



Train your Parrakeet to talk; prevent, promptly relieve illness; feed for long life; breed for pleasure and profit. All in **"The Parrakeet Owner's Handbook."** 25c in Woolworth, Grant, Newberry, Niesner, Murphy, McLellan stores, good pet shops. **Also available: "Canary Owner's Handbook."** 25c. Over 400,000 Handbooks now in use. **Will Gerber, Pub., 1 Union Sq., New York 3**

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Send for free folder "Pants, Knives, Compasses" and name of nearest dealer

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Look for this Seal

SPRING CONSTRUCTION TESTED, INSPECTED & QUALITY-APPROVED - PITTSBURGH TESTING LABORATORY -

All Nachman Spring Products are Tested, Inspected and Quality-Approved by the Pittsburgh Testing Laboratory.

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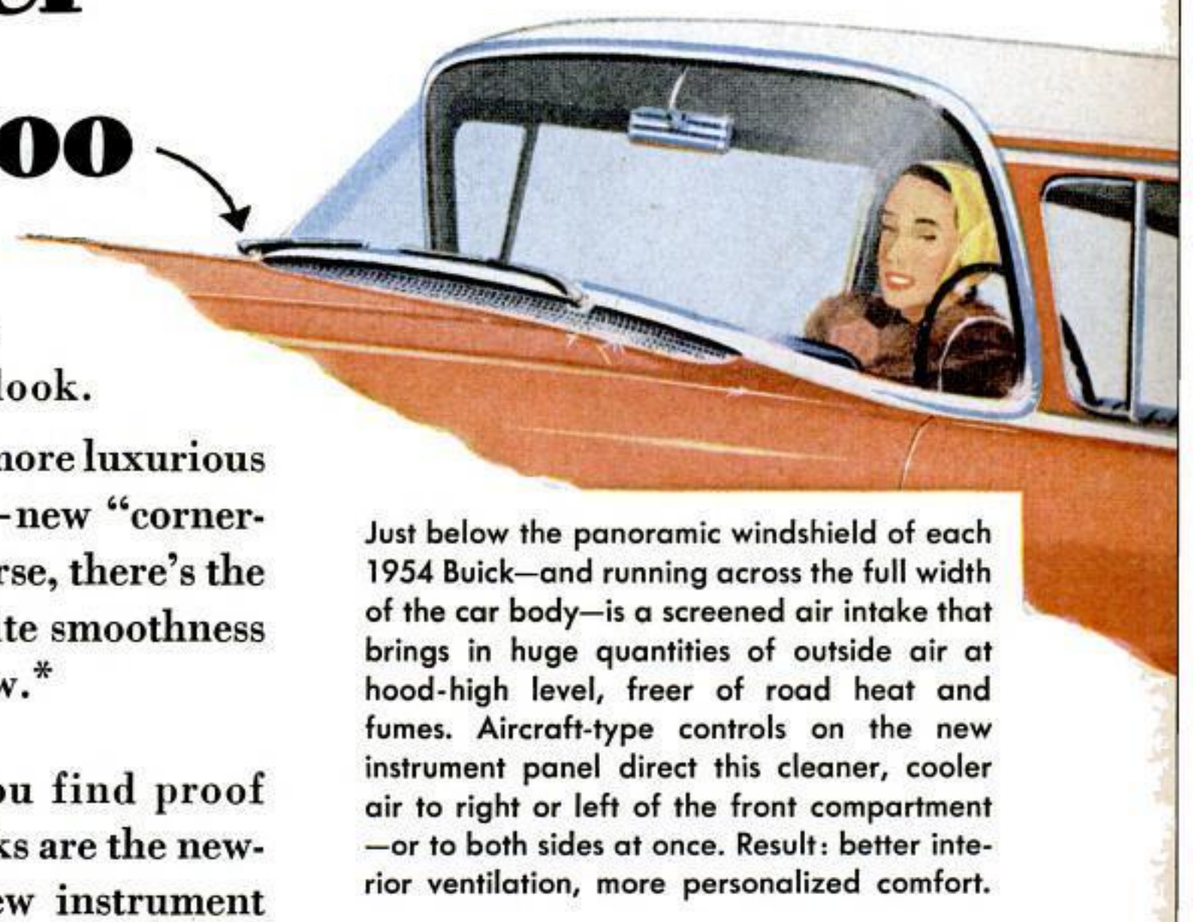
TESTED SPRING CONSTRUCTIONS

NACHMAN CORPORATION, CHICAGO 39, ILL.

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The spectacular 1954 Buick CENTURY*—highest-powered car at its price in America*

High style–high power–high-air intake too



Just below the panoramic windshield of each 1954 Buick—and running across the full width of the car body—is a screened air intake that brings in huge quantities of outside air at hood-high level, freer of road heat and fumes. Aircraft-type controls on the new instrument panel direct this cleaner, cooler air to right or left of the front compartment —or to both sides at once. Result: better interior ventilation, more personalized comfort.

YOU behold here a man—and a woman —as happy as any couple could be.

For isn't their car a Buick—a 1954 Buick—the car that has set the style pattern of the year?

And isn't that Buick a CENTURY—the most spectacular performer in Buick history? (We could take in a lot more territory and stay within the truth.)

That ought to be enough to satisfy almost anybody—but there's more, lots more, to make owners of a 1954 Buick happy.

There's a new high-air intake to provide fresher air in any season, rain or shine. There's a vast expanse of panoramic windshield—19% greater in visibility—and so designed as to give these Buicks an extra-smart sports-car look.

There's a ride made even more luxurious —new steering response—new "cornering" stability—and of course, there's the instant getaway and infinite smoothness of Twin-Turbine Dynaflow.*

Wherever you look, you find proof galore that these '54 Buicks are the newest things on wheels. New instrument panels, new fabrics, new wheelbases, new compression ratios—new horsepower peaks in every Series, SPECIAL, CENTURY, SUPER, ROADMASTER.

If you want to know what's what in motoring, you certainly should try out these gorgeous, glamorous, gleaming and graceful Buicks—the biggest power packages, Series for Series, in history. And also the biggest buys.

**Standard on Roadmaster, optional at extra cost on other Series.*



BUICK

The Beautiful Buy

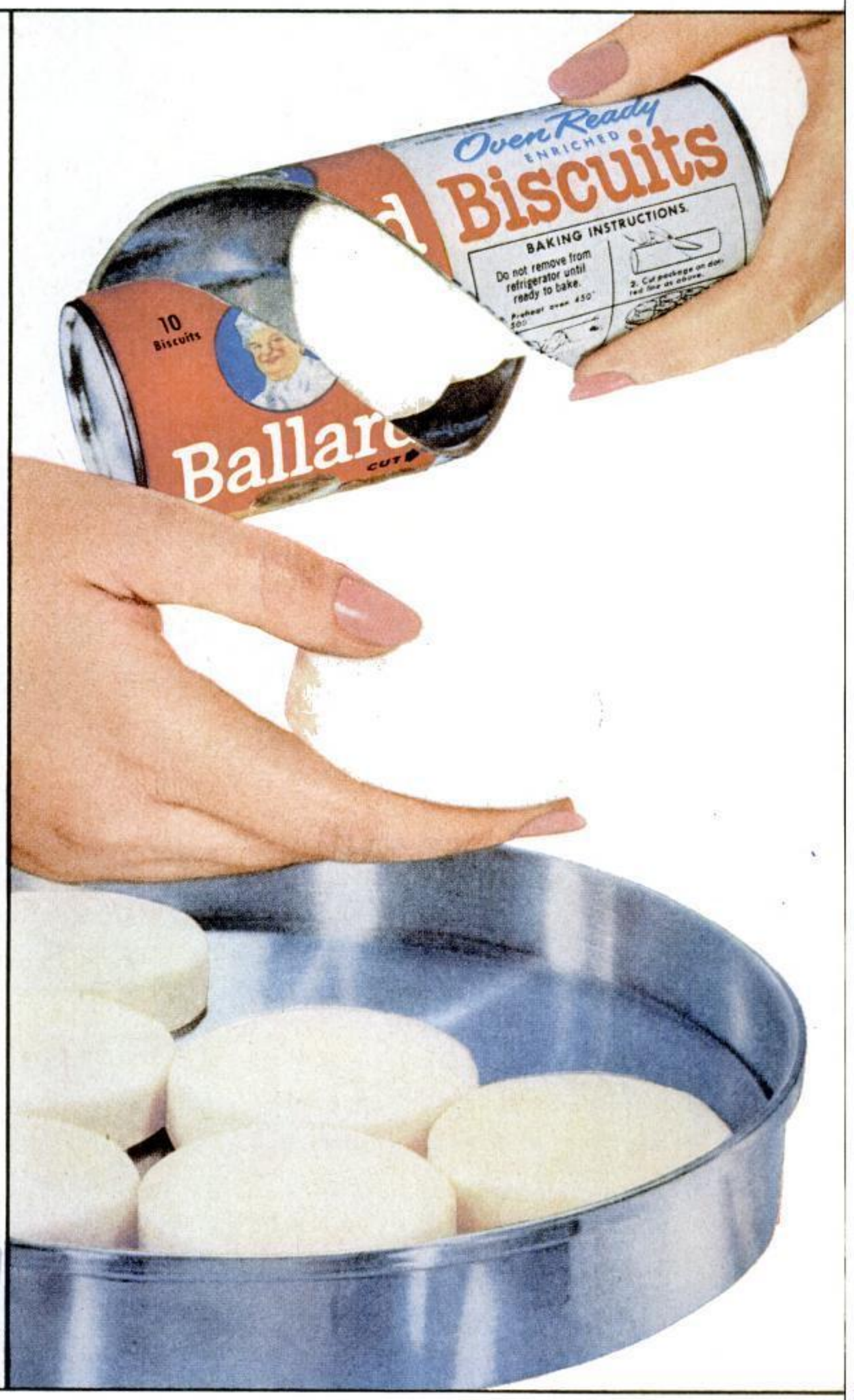
When better automobiles are built Buick will build them

See your Buick Dealer

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Home-baked hot biscuits





Ballard *OvenReady* Biscuits look like this when you buy them...

... from your grocer's dairy case.

...like this when you open them...

Twist the package, out pop 10 perfect unbaked biscuits. You just bake 'em 9 minutes. No mixing, no rolling, no cutting and no sticky dishes to scrub up.

BALLARD *OvenReady*

Only pennies a package at your

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ïn 9 minutes *...without flouring a finger!*



...and like this when you bake them...

Perfect biscuits every time! Fluffy, light and golden-crusted biscuits that rise to twice their size in your oven and melt in your mouth.

BISCUITS

grocer's dairy case!





"TUNE IN **GARRY MOORE**—CBS-TV EVERY TUESDAY, 1:45 P.M., E.S.T."

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MENGEL

Don't let a small budget cramp your style ... choose

MENGEL "Skylark"



No wonder it's wonderful ... it's MENGEL furniture

Make your bedroom sing...for a song..: with Skylark.

This new Mengel suite is so brightly priced that you can furnish your whole room—bedspread, draperies, lamps and all—for what you'd guess the furniture would cost.

And such beautiful furniture!

Skylark is built in the finest Mengel manner. Of clear woods, hand-rubbed to a rich, enduring finish...in taffy mahogany, limed oak, or cordovan mahogany.

The drawer-pulls have the lavish look of gold. And as you read yourself to sleep in the Skylark bed, you'll feel that life is lavish, too.

Would tomorrow be too soon to start enjoying such luxury...at such thrift prices?

Ask your Mengel dealer to show you these and other pieces in the "Skylark" Group: Triple Dresser and Mirror, $156; Chest, $95; Bookcase Bed, $75; Night Stand, $41. Prices may vary slightly in some areas.

Permanized MENGEL Furniture

MENGEL

THE MENGEL COMPANY • FURNITURE DIVISION • LOUISVILLE 1, KENTUCKY

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JULIE HARRIS AS MLLE. COLOMBE GREETS HER SOLDIER HUSBAND (ELI WALLACH) AND TEASES HIM TEMPORARILY OUT OF HIS SUSPICIONS OF HER INFIDELITY

Julie on the Primrose Path

MISS HARRIS WINS A NEW SUCCESS PLAYING A BACKSTAGE COQUETTE

In her third major Broadway role Julie Harris adds to her gallery of unconventional heroines. Having been a tormented tomboy in *Member of the Wedding*, a wayward bohemian in *I Am A Camera*, she is now in *Mademoiselle Colombe* a French housewife transformed into a giddy coquette. To an equivocal character Miss Harris brings so much charm and compassion that she inspires sympathy and respect even while succumbing to temptation.

As a play *Colombe*, which was adapted from Jean Anouilh's Paris hit by Louis Kronenberger, is too scattered and unresolved to be first-rate drama. But along with its fine acting it offers a fascinating, Lautrec-like picture of backstage hubbub. It is the theater's glamor, with its tantrums and triumphs, which lures Colombe from domesticity—that, and her mother-in-law, a bawdy old actress played by Edna Best, who scorns her respectable son and condones Colombe's infidelities to him.

CONTINUED ON NEXT PAGE

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Nobody makes a slip...

of such high character as this Munsingwear Jewel in Nylon at such an agreeable price $5.95



Munsingwear Nylon Tricot Slip, a Jewel in Nylon, extravagantly trimmed with nylon lace and designed to fit your figure with hand-tailored perfection. In breathtaking new pastels: pink spray, yellow foam, cream mist and blue water. Also, white, pink and black.

Write Munsingwear, Inc., Minneapolis, Minn., for the stores nearest you.
• Nylon Stockings • Lingerie • Foundettes® • Vi-Bra®



BACKSTAGE WORLD opens up to Colombe when, selling flowers, she attends a rehearsal with Actress Mme. Alexandra and her raffish, piano-playing son, Edouard. Colombe ends up marrying his shy and idealistic brother, Julien.



JEALOUS HUSBAND, after leaving Colombe in his mother's care while he is in army, returns and throttles his mother's secretary (Sam Jaffe) for making him face bitter truth that sooner or later his beloved wife will betray him.

CONTINUED ON PAGE 62

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GRO-PUP

THE *PROTECTIVE* DOG FOOD

Made by the Kellogg Company, Battle Creek, Michigan

Protect your dog against the chief cause of sickness

The majority of all common dog ailments is caused by dietary deficiency.

But now—diet deficiency ailments need never plague your dog—ailments such as nervousness, excessive shedding, bad teeth, many others!

And to give him this complete protection, you don't have to take your dog off his favorite food.

Simply add Gro-Pup, the *protective* dog food, to his daily diet. Gro-Pup gives your dog the vitamins and minerals so many foods lack—provides *all 30* essential food factors he needs daily for sound, full-bodied health. That's why Gro-Pup, alone of all dry dog foods, won the official seal of approval of the American Veterinary Medical and Animal Hospital Associations.

Follow the simple instructions on the package and feed Gro-Pup daily. Your dog'll love it!

NEW! Gro-Pup T-Bone "The protective treat that's better than steak" for snacks and rewards.

TESTED
AMERICAN VETERINARY MEDICAL AND ANIMAL HOSPITAL ASSOCIATIONS
APPROVED

Only one dry dog food has won this veterinary seal of approval — Gro-Pup

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It's cheery

It's CHERRY KIJAFA

(say Kee-yaffa)

IMPORTED FROM DENMARK

To taste Kijafa
is to love it.
It stars at parties,
after dinner
any time!



CHERRY KIJAFA—CHERRY WINE, SUGAR AND NATURAL FLAVORS. IMPORTED BY BROWNE VINTNERS CO., INC., NEW YORK, N. Y.



JULIE ON PRIMROSE PATH CONTINUED



DUEL OF WORDS is waged between Colombe and husband, who accuses her of granting favors to all the theater hangers-on. Already she has had an affair with his brother Edouard, but she admits to only harmless flirtations.



IN THE BACKGROUND, where she is fated to stay, Colombe acts with Julien's mother (Edna Best), who plays coy shepherdess in absurd drama. But though she has lost her husband, Colombe feels she has found her own world.

IF YOU SUFFER PAIN of HEADACHE NEURITIS NEURALGIA get FAST RELIEF WITH ANACIN



The way thousands of physicians and dentists recommend

Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

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only $10.95

CAPER

Polished calf and the new slim medium heel . . . proof that style and quality can be yours at a small price when you buy Accent Shoes.

Order from one of these fine stores:

Atlanta, Ga., Thompson-Boland-Lee
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Milwaukee, Wis., S. J. Brouwer Shoe Co.
New York, Queen Quality Shoe Shop, 12 W. 34th St.
Philadelphia, Pa., Geuting's
Pittsburgh, Pa., Joseph Horne Co., Penwick Shops
Portland, Ore., Meier & Frank Co.
San Diego, Calif., Boldrick's Fine Shoes
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Also available in other fine stores near you.

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When I'm eating Jell-O,
I wish I were a lion

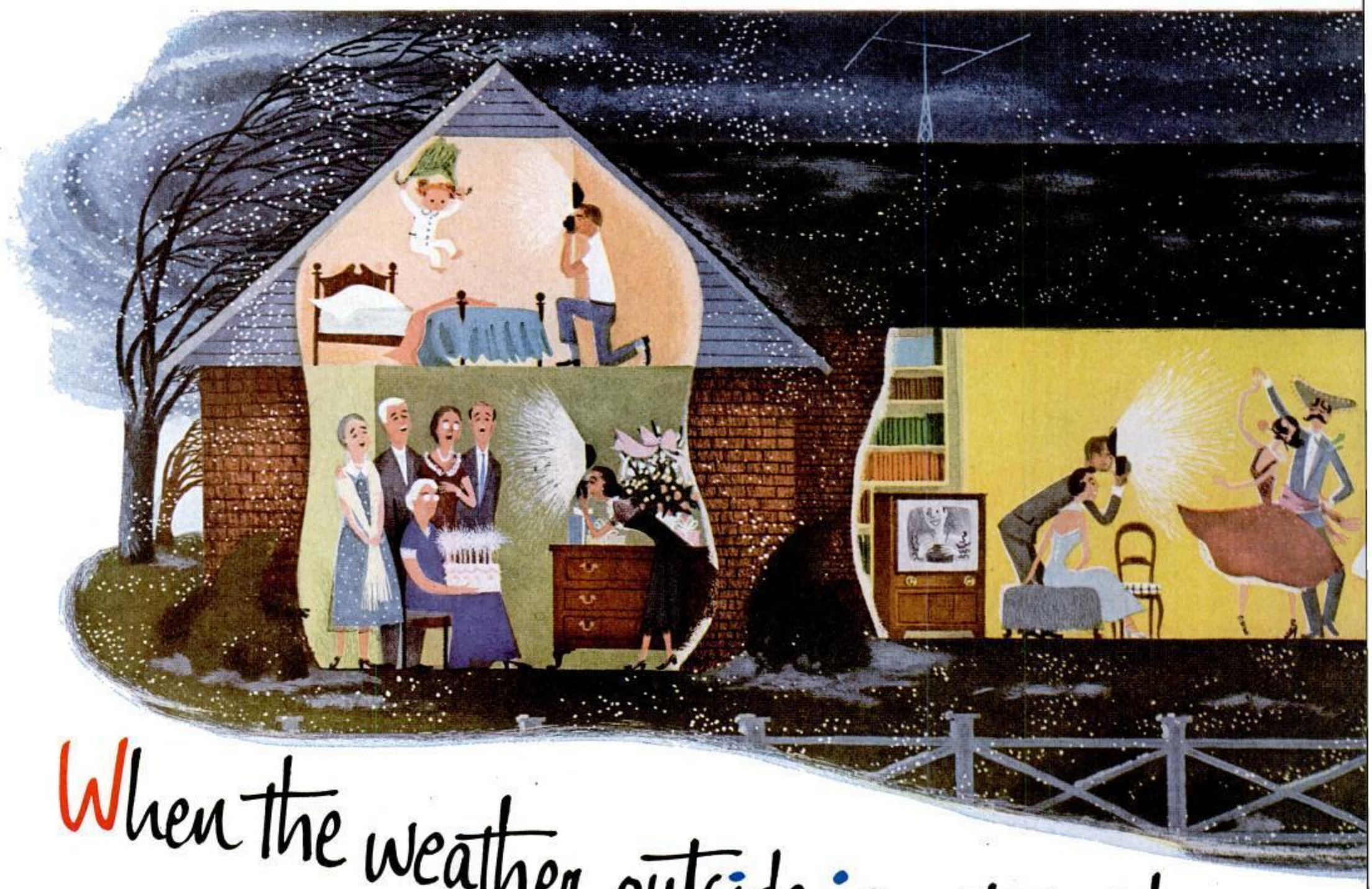
...because then I could
roar for more of
my favorite dessert!
(Jell-O, of course!)

Now's the time for



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When the weather outside is wet and breezy...



Come on—join in the fun! There's no better time than now for pictures indoors—and they're so very easy to take. An Argus camera (with its convenient plug-in flash gun), a carton or two of inexpensive Sylvania flashbulbs—and presto, you're ready to record every happy

There's no trick to getting wonderful pictures indoors with Sylvania's new Bantam 8 flashbulb. Simply slip a Bantam 8 into your flash attachment—and snap! Instantly you get a bright, even flash of light that's just right for your film. It's so fast, so sure, you capture every magic moment in perfect pictures.

And the Bantam 8 is only one of the many flashbulbs Sylvania makes to help you take better pictures with any camera and any film. Blue Sylvania flashbulbs let you flash beautiful color pictures with daylight color film.

Sylvania's Colorite amber flashbulb lets you shoot with indoor color film without the bother of a filter. Both bulbs have the famous Sylvania Blue Dot dependability that's so important when you're shooting in color.

Stop in at any photo counter today and pick up a carton or two of handy Sylvania flashbulbs. They are the world's most popular flashbulbs. And be sure to get your FREE entry form for Sylvania's exciting $50,000 "Folks Are Fun" flash photo contest for 1954! It's bigger and better and more fun than ever.



Argus and Sylvania offer you Free Flash Booklet!

Be sure to send for the free booklet, *How to Take Better Pictures—Have More Fun—with Flash.* Just write:

FLASH BOOKLET
BOX NO. 116
BUFFALO 9, N. Y.

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take pictures indoors...with flash it's easy!

and fun-filled moment at your house. And what wonderful pictures you'll get—full and natural color, or crisp and clear black and whites. You'll treasure every one. So why let your camera be "weathered in"—start tonight to have fun with flash.



Argus C3—$69.50

Complete with case and flash

Flash gun, with automatic bulb ejector, plugs right into the camera—no dangling wires, nothing to adjust. The Argus C3 has a hard-coated, color-corrected f:3.5 Cintar lens, finest of its kind ground in America; a lens-coupled rangefinder; a gear-controlled shutter with a complete range of speeds up to 1/300 second. It's the world's most popular 35mm camera!



Argus 75—$15.95

Flash: $3.80 Case: $2.50

Flash gun, with automatic bulb ejector, plugs into camera—no dangling wires. Exclusive Argus "RED-I-DOT" prevents double exposures. Lumar lens is always in focus. You get 12 big pictures—in color or black and white—with each roll of 620 film. It's the world's easiest camera to use!



Argus A-Four—$39.50

Flash: $3.80 Case: $5.75

Flash gun, with automatic bulb ejector, plugs into the camera—no dangling wires, nothing to adjust. Its Argus Cintar f:3.5 lens is the fastest American lens in its price class. The new A-Four has a picture-window viewfinder, universal settings, double exposure preventer, accurate shutter.



Argus C-Four—$89.50

Flash: $8.95 Case: $7.50

Flash gun, with automatic bulb ejector, locks on camera—no dangling wires, nothing to adjust. A truly great lens—Argus Cintar f:2.8—gives you beautiful pictures in color or black and white. Has a combined rangefinder—viewfinder, precision shutter, double exposure preventer.

argus

Manufacturers of precision photographic and optical instruments

Copyright, 1954, Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal excise tax where applicable, and are subject to change without notice.

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Back with a bang ...and a bonus!



New Pack at your grocer's!

It's here! The new 1954 pack of delicious Snow Crop golden Orange Juice! Naturally the freshest orange juice frozen. Finest you *ever* tasted! Made from this season's top crop of plump, juicy oranges. Costlier, premium oranges picked at the peak of their sunshine-y flavor. Always soft-squeezed. Never, *never* cooked! All the true, natural flavor and healthful Vitamin C are locked in by quick-freezing. Enjoy a tall, refreshing glass of Snow Crop Frozen Orange Juice every day!

Snow Crop Division...Clinton Foods Inc., 445 Park Ave., New York 22, N.Y.



Tune-In! "Arthur Godfrey Time" daily
CBS TV and Radio Network

Save Half on Jinx Falkenburg Nylons



Teddy
Snow Crop
®

Glamorous sheer nylons *60 gauge—15 denier* to make your legs look slimmer—*lovelier* than ever before! Flattering Neutral Mist shade! Nationally advertised at $1.50. Yours for only 75¢ a pair with 2 can bottoms from Snow Crop Frozen Orange Juice. Send for several pairs while supply lasts. For every pair send 75¢ in coin and 2 can bottoms to Snow Crop Nylons, Box 22, New York 46, N. Y. Be sure to include your name, address and stocking size. Hurry! Offer expires May 1st, 1954.

In Canada send $1.00 and 2 can bottoms. Offer good in U.S.A. and Canada only.

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FASHION

Which Hair Style?

SPRING STYLES FORCE TAMING OF ITALIAN CUT

With the coming of spring fashions—white collars, stand-away necklines, little hats which require neat hairdos—thousands of tousle-topped women are confronted with the question: "What to do with an old Italian hairdo?"

Zita Gahan, New York fashion model shown here and on the cover, has a professional interest in looking as new as the styles. Her answer to the question is a compromise. Rather than do away with her outmoded but still attractive hairdo, she has adopted a plastic band which smooths her hair in front, causes it to stand up high and fluffy across the crown. Unlike the poodle clip (LIFE, Jan. 7, 1952) which took six months to grow out, a switch to the new smooth-brow style requires no drastic change in cut. Middle-of-the-road wearers can revert to the Italian look by removing the band, which, though usually almost invisible, is sometimes highly decorative and conspicuous (*next page*).

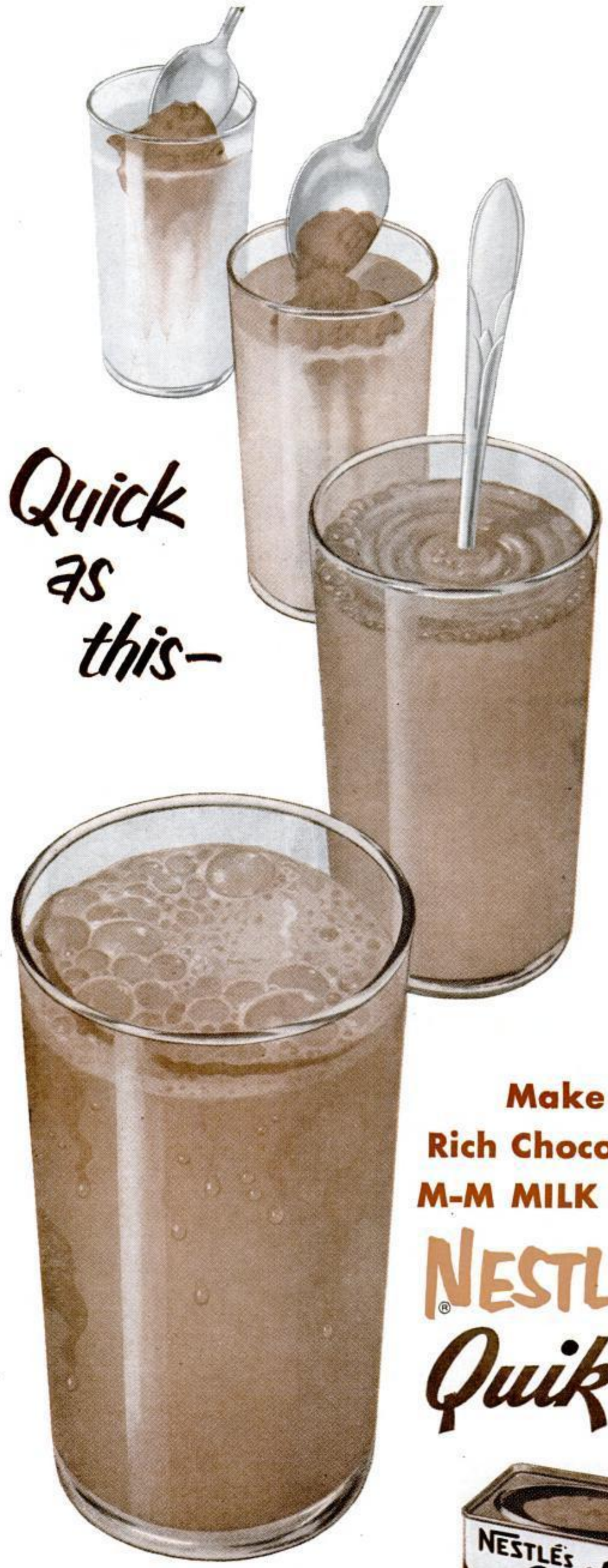


TOUSLED ZITA wears her old Italian haircut, including spit curls, with an outfit which is still appropriate to it, a black cotton shirt tailored like a man's.

SLEEK ZITA with hair held back by a comb band (Ben Hur, 50¢) wears new suit which has an outsize shawl collar of white piqué (Samuel Winston, $175).

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Quick as this—

Make Rich Chocolaty M-M MILK with NESTLÉS® Quik!



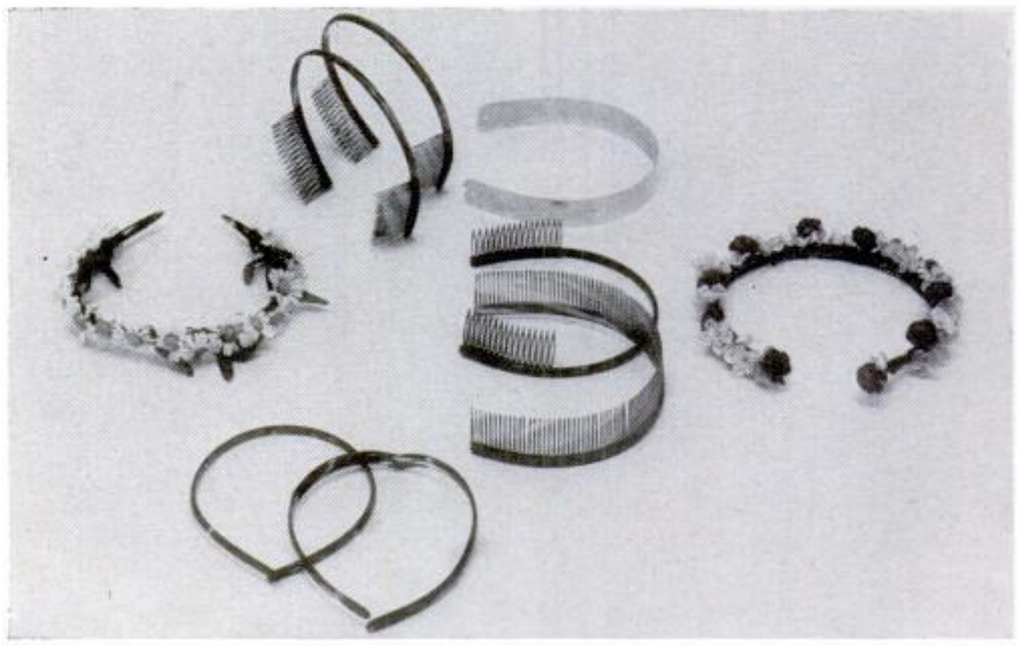
INSTANTLY! Just add two heaping teaspoons of QUIK to a glass of cold milk—stir—and DRINK! It's delicious! Rich Nestlé's QUIK powder stays mixed, too—chocolaty all the way down! No beating . . . no bother . . . and *no* refrigerating! Quick—buy QUIK—you'll love its rich chocolaty goodness! At your favorite grocers.

WITH THAT FAMOUS NESTLÉS CHOCOLATE FLAVOR

WHICH HAIR STYLE? CONTINUED



GOLD STRIP, a ¾-inch metal clamp (Ben Hur, $2) which both smooths down and adorns, is excuse for adding more gold jewelry.



VARIOUS STYLES cost 25¢–50¢ for plastic, more for metal. Comb teeth force short hair to stand higher across top of head.

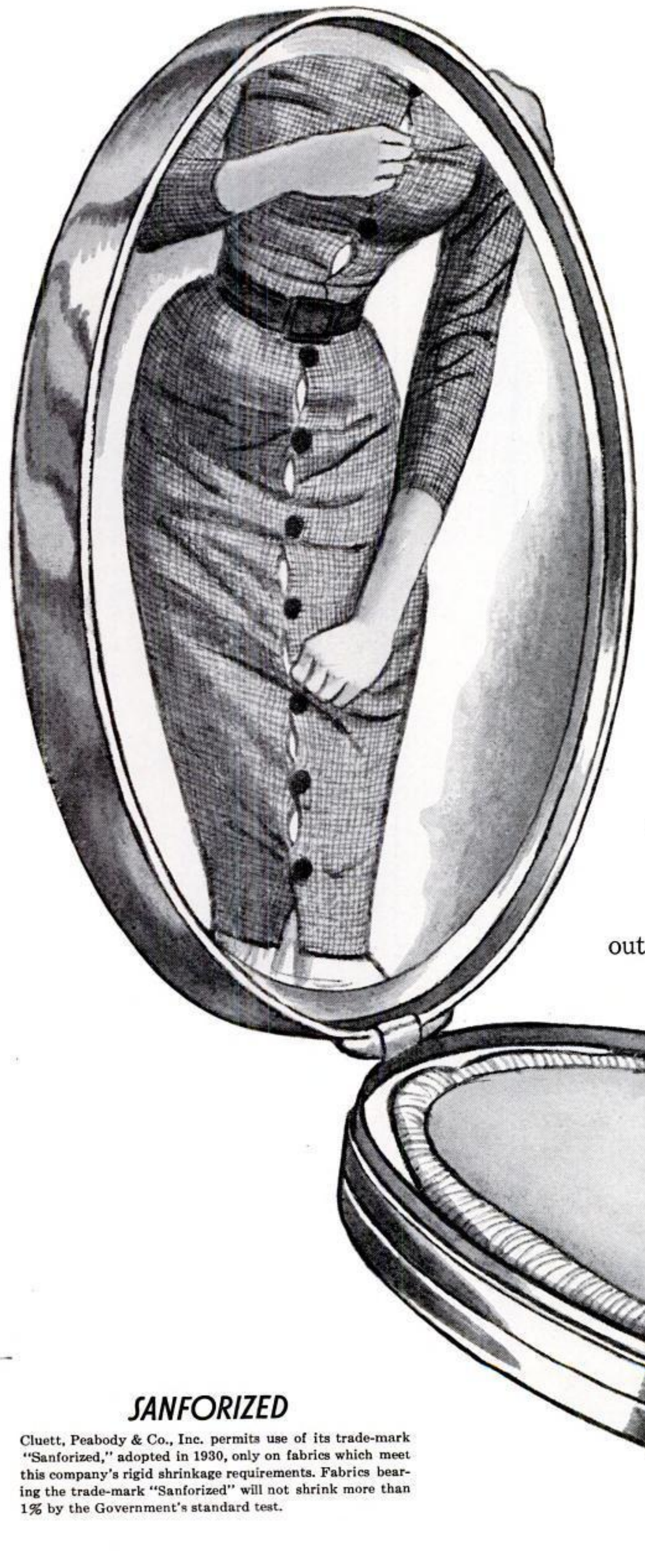


BLOOMING BAND which has small artificial flowers wired on in a flat row is a homemade version, strictly for evening wear.

CONTINUED ON PAGE 70

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Look to be Sure!



When shrinkage comes in—

out walks style (and money, too).

The shame of it all is,

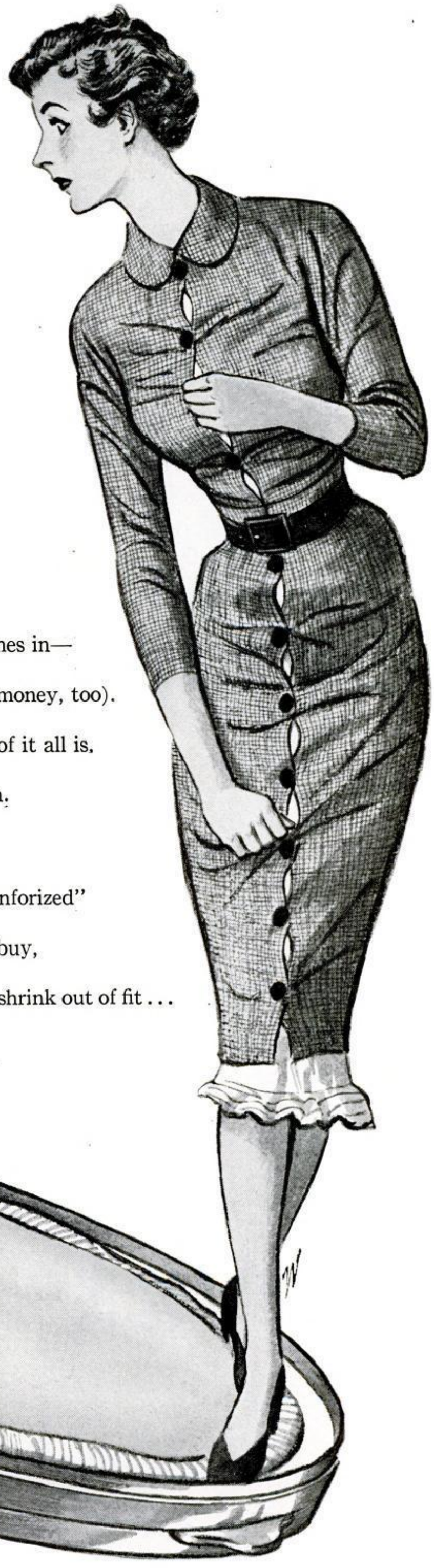
it needn't happen.

If you look for "Sanforized"

on the label *before* you buy,

your cottons will *never* shrink out of fit . . .

out of style! Never!



SANFORIZED

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

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for stuffy head colds!
for croupy coughs!
for bronchial congestion!



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HOSPITALS USE...
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No other vaporizer, only the completely safe Kaz, has all these features: *Kaz Automatic Shutoff* turns off current when water boils away. *Kaz Patented Safety Lock* prevents vaporizer from being opened until electricity is disconnected. *Kaz Separate Medical Chamber* insures uniform flow of medicated vapor; is easy to clean. *Kaz' fast vaporizer action* delivers a heavier, more effective, even flow. Available at leading drug stores, everywhere.



KAZ MODEL #55-A
The popular 55-A model, only $2.50. Includes 35¢ bottle of Kaz-for-Colds FREE of Extra Cost.



KAZ MODEL #70
De Luxe, 16 ounce capacity, $3.50. Includes a 35¢ bottle of Kaz-for-Colds FREE of Extra Cost.



KAZ MODEL #105
105 ounce all-night service without refilling, $6.95. Includes 50¢ bottle of Kaz-for-Colds FREE of Extra Cost.

TO EVERY DOCTOR AND CHILD SPECIALIST IN AMERICA!



When you advise vaporizer treatment, prescribe *Kaz-for-Colds,* the only inhalant especially formulated for use in electric vaporizers. Greasy or gummy medications clog up heating elements, impair efficiency, and shorten the life of vaporizers. But *Kaz-for-Colds* special electric vaporizer formula will not clog or gum. *Kaz-for-Colds* is a medically approved compound of six U.S.P. ingredients, that produce a soothing, medicated vapor that relieves congestion and irritation. Available at all druggists, 35¢ and 50¢. New 6 ounce money saver size $1.00.

®TR: MKS. REG. U.S. PAT. OFFICE **KAZ MANUFACTURING COMPANY, INC., NEW YORK 36, N.Y.**



TINY HAT of rough white straw (Mr. John, $65) and spring dress with rolling collar require tamed hairdo for correct appearance. Narrow plastic band without teeth works best under hats.



BACK OF HEAD, which many found messy in original Italian version, comes out trimmer and neater. Zita now wears her hair slightly shorter in back, and comb gives top hair upswept look.

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These fresh-caught fish are carried by conveyors directly into sanitary canneries, where the whole fish is processed into Puss 'n Boots Cat Food.

"I'm a brunette, but this blonde is really my kitten." (Chandoha photo)*

Now...Science Confirms

CATS GROW AND THRIVE ON NATURE'S LIFE BALANCE IN WHOLE FISH

CATS ARE delightful pets. Their changing moods from dignity to playfulness, their bright-eyed vigilance, their contented purring, their sleek-coated beauty... these lovable qualities have endeared felines to their owners for centuries.

But have you noticed that some cats show these traits much better than others? There's a reason for that—and it explains how *your* cat can be livelier and lovelier, more active and contented...and more fun for *you*.

The secret of a cat's health and disposition is in its feeding. According to biologists, the best single food you can give your cat is *whole fish*. Not just any part or scrap of fish. There's an important scientific reason for that word "whole". It's really an exciting story for any cat owner who wants a healthy, contented and good-looking pet.

Only Whole Fish has Life Balance

In a living fish there's a balance of those mysterious elements which nature uses to sustain a healthy, thriving organism. When *whole* fish is prepared for cat food, those elements are retained intact, just as they were in the living fish. The fillets supply rich proteins. The liver and glands yield precious vitamins. The bone structure provides calcium and phosphorus. From various parts of the fish come iron, vitamins, calcium, manganese and all those vital food elements which nature uses to sustain full vitality. That's why cat food made from parts or scraps of fish is not enough. While almost any part supplies something valuable, your cat needs *all* those nutrients, in nature's own life balance. Only the *whole* fish supplies them all.

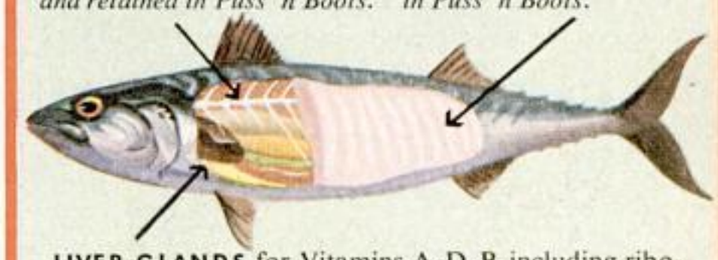
Puss 'n Boots is made from Whole Fish

Our business is cat food. Puss 'n Boots is not made from parts of fish or scraps. We process *whole* fish, with nature's balance of nutritive elements intact as they were in the living fish. Valuable cereals are added for flavor and all-round nutrition. You couldn't duplicate the food value in Puss 'n Boots whole fish even if you went to endless trouble buying and cooking complicated meals for your cat. But all you have to do is open a can of pressure-cooked, ready-to-serve Puss 'n Boots.

YOU CAN GIVE yourself a pleasant surprise by feeding Puss 'n Boots regularly to your cat. In three weeks or less you'll see a more frisky pet, with a livelier step, a sleeker look, a more contented purr ...more of all those lovable qualities you want in your pet. Try it!

BONE STRUCTURE. For calcium and phosphorus... vital for sound, healthy frame. Made crumbly and digestible by special processing... *and retained in Puss 'n Boots.*

FILLETS OR FLESH for easily digested, growth-promoting proteins. Generally reserved for human consumption... *but retained in Puss 'n Boots.*



LIVER, GLANDS for Vitamins A, D, B, including riboflavin, thiamin, niacin... essential for healthy nerves and tissue, general well being. Frequently extracted for medicinal uses...*but retained in Puss 'n Boots.*

Whenever, wherever you buy Puss 'n Boots you are assured of whole fish with its natural life balance. At grocers, supermarkets and pet shops everywhere, in economical 15 oz. and convenient 8 oz. cans.



**For a full color enlargement of this cat photograph, send 50¢ to Puss 'n Boots, Dept. L-4, P. O. Box 1459, Grand Central Station, New York 17, N. Y.*

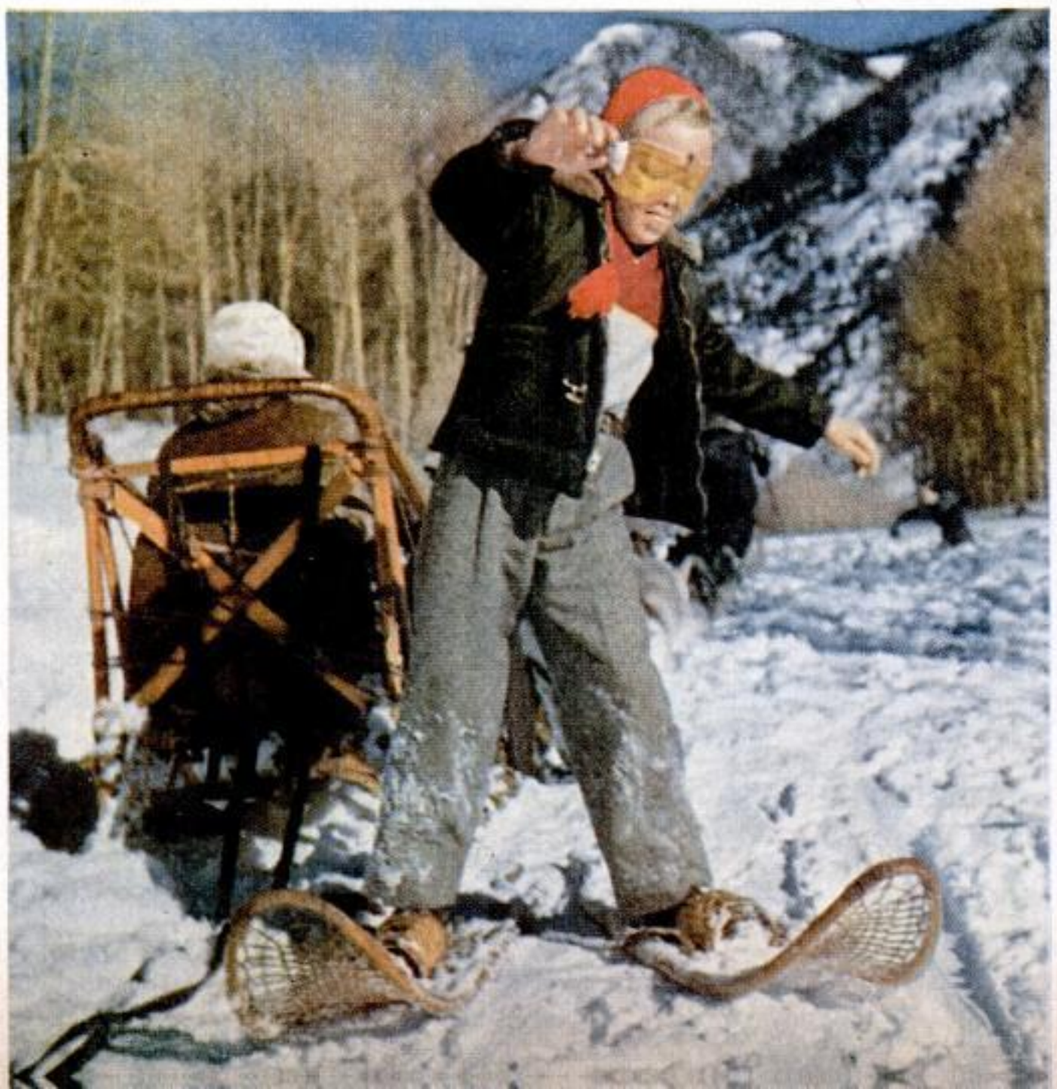
PUSS'n BOOTS

AMERICA'S LARGEST SELLING CAT FOOD
...ADDS THE PLUS IN HEALTH, BEAUTY, VIGOR

Coast Fisheries, Division of The Quaker Oats Co., Wilmington, Calif.

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ACROSS THE SNOWY FLOOR OF CASTLE VALLEY, A TEAM OF HUSKIES



PICNIC BY

Colorado campers and skiers

Urged on by their driver's cries of "you pothandle" and "you stinkpot," the dogs in Stuart Mace's team leaped forward in their harness and started from Castle Valley (elevation, 9,500 feet) toward the 14,000-foot peaks of Colorado's Elk Mountains. At points along the way Mace paused to point out to his party a golden eagle overhead, or a likely place for a trapline, or tracks made in the snow by coyotes, snowshoe rabbits or ptarmigan.

Mace and his dogs were taking LIFE Photographer George Silk and a family of paying guests on a picnic, Yukon style. An ex-Army

TRYING ON SNOWSHOES at camping site, Jim Burdge, 9, tests his balance as the older people gather wood for fire.

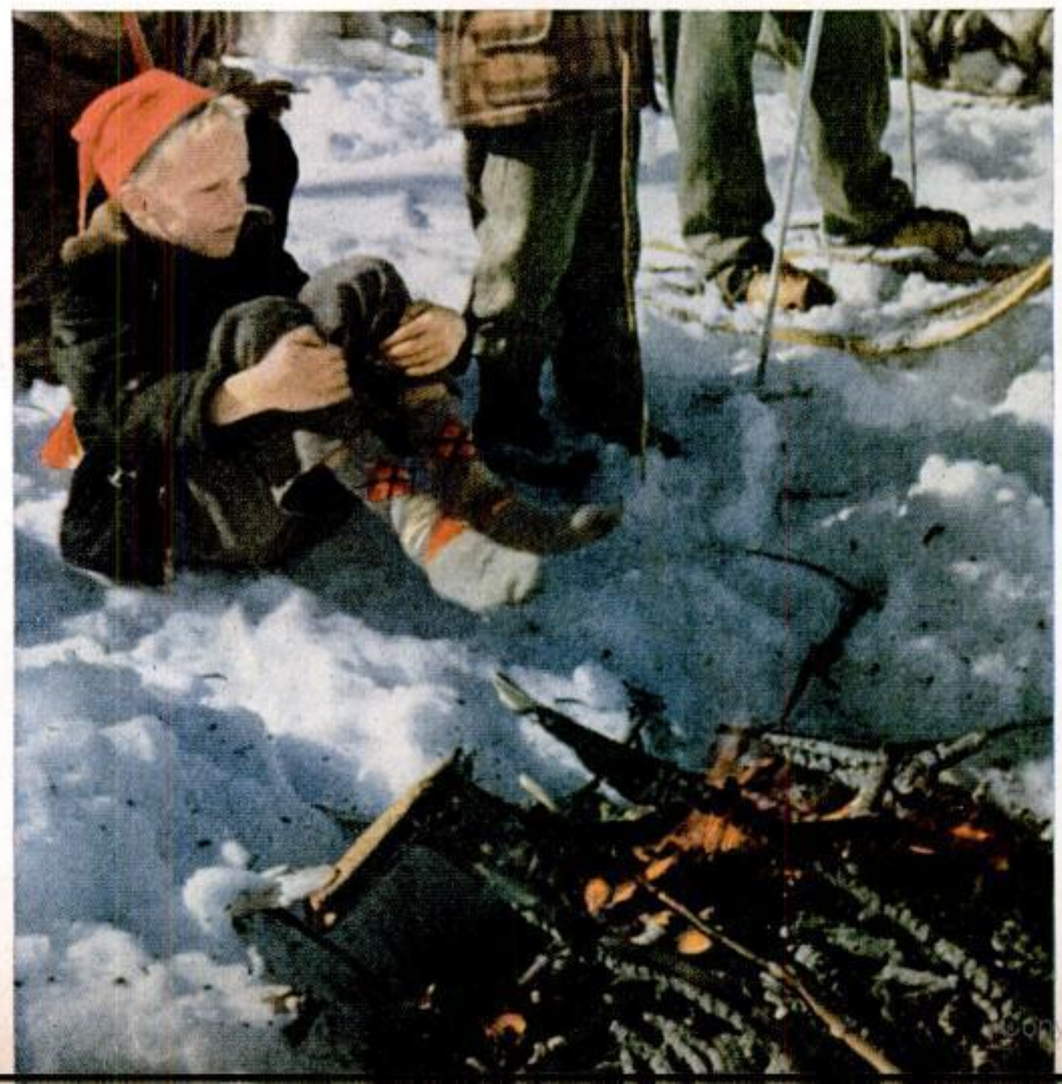
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STARTS ON WINTER PICNIC, PULLING SLED AND HITCHHIKING SKIERS

DOG SLED

get a touch of the old Yukon

ski trooper, Mace has transformed an old interest into a new and thriving business. During the war he was assigned by the Army to breed a new superstrain of sled dog. The Army abandoned the project but Mace kept right on. He settled down near Aspen, a top Colorado ski resort, and fed his family and his community of dogs by taking people on outings by the day or week, hauling telephone repairmen to remote places and operating a unique ski-tow (*turn page*). When he hitches 25 dogs to a sled there is no hill he cannot take. "It's like harnessing 12 Cadillacs to a bicycle," he says.

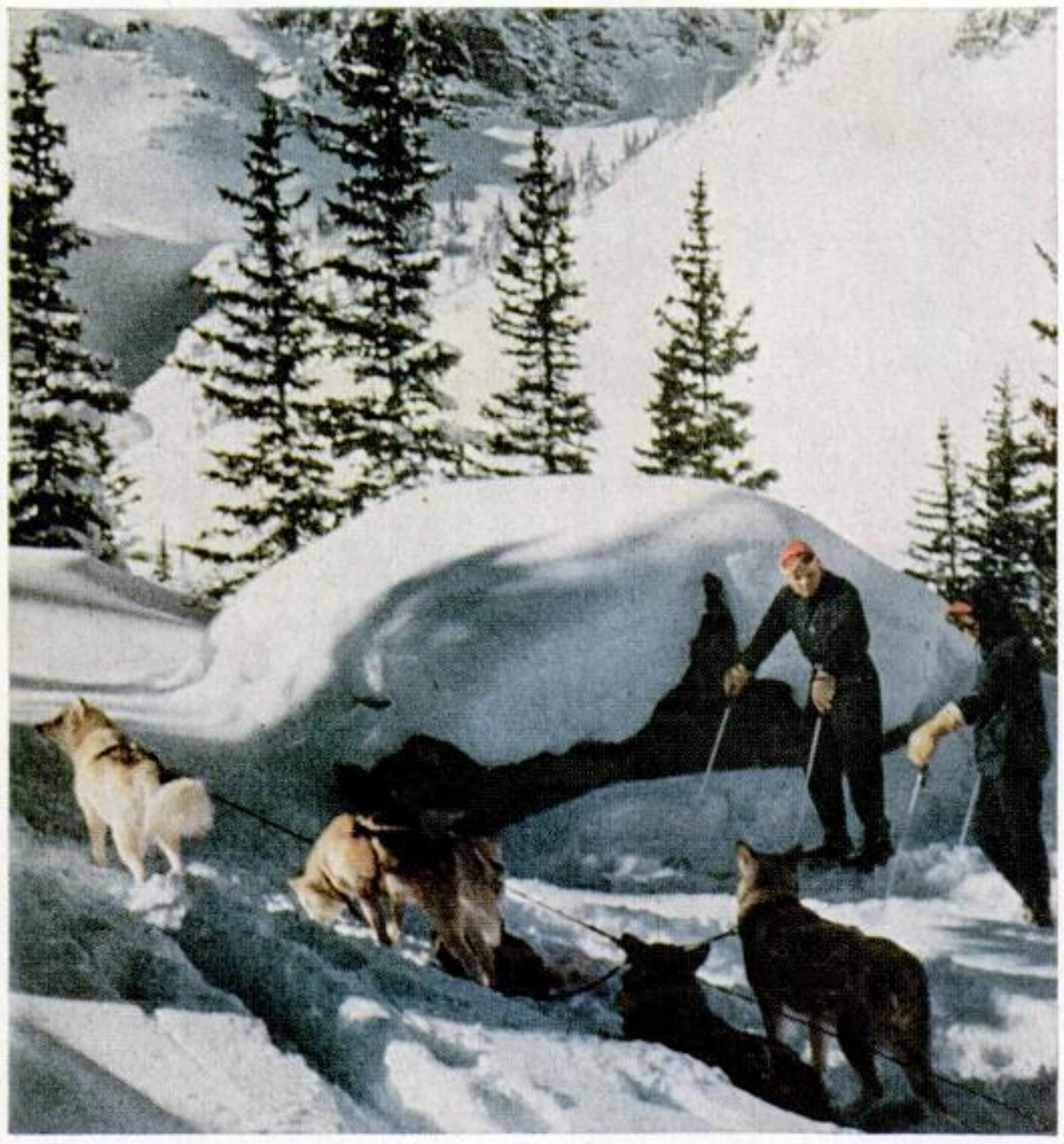


WARMING COLD FEET, Jim toasts them before fire. He succeeded in burning some holes in bottoms of his socks.

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TOWING SKIERS, including Photographer Silk, huskies jog down trail as the driver leans out to help counterbalance the sled.



AT 11,700 FEET skiers wait by snow-covered storage hut near where they spent night. Dogs will take them out to skiing slopes.



STERN MASTER, Mace scolds dogs who will not lie still while being unharnessed. Afterward he makes amends by petting them.

HOWLING HUSKY, Kyloo, a former house pet, "sings" for her supper. When she tilts head and howls, all the other dogs join in.

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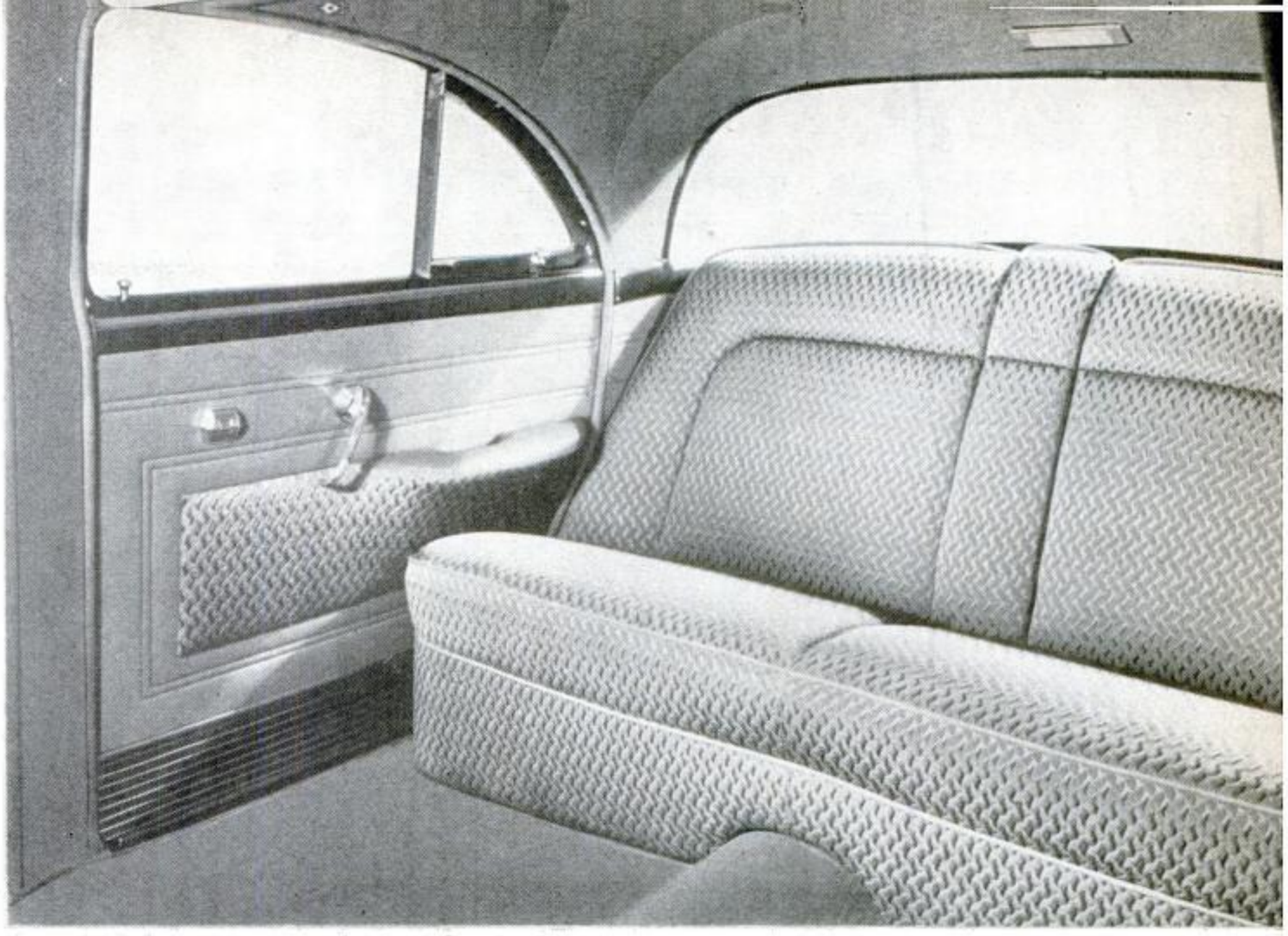
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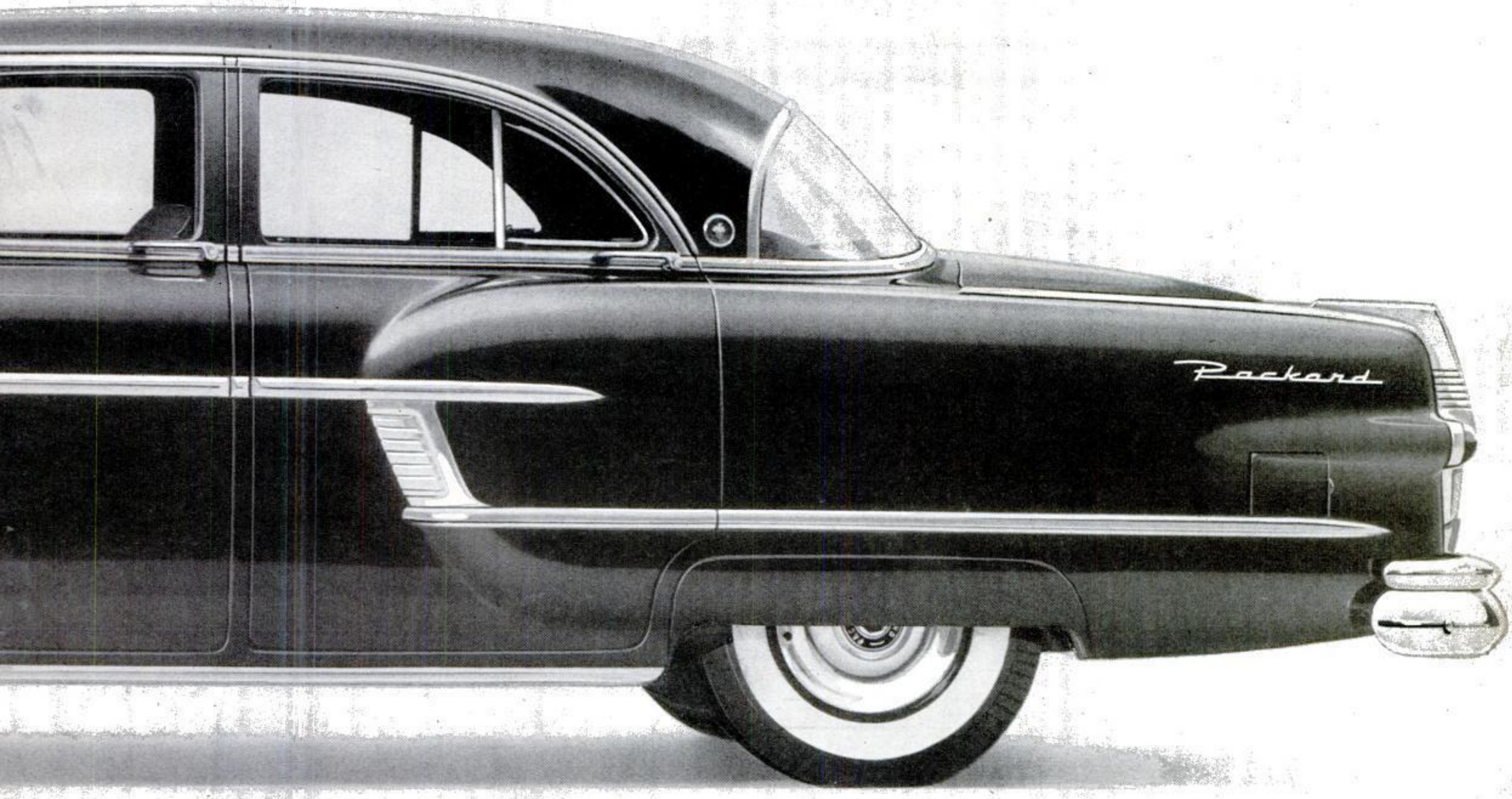
Announcing the 1954 PACKARD *Patrician*

America's new choice in fine cars

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You can have both luxury and individuality! Inside the Patrician you see for the first time what luxury can be built into one automobile. For example, an entirely new fabric—nylon matelassé! Only when you have felt the sleek, cool richness of it can you appreciate its elegance. Or, for those who prefer traditional interiors, closely woven and durable broadcloth of the finest quality is also available in colorful two-tone combinations. Note, too, the wider doors . . . the extra room everywhere . . . the fact that your command of the road is better in every direction, from every seat . . . the appointments that look as if they came from a Fifth Avenue jeweler's window . . . yes, all in keeping with Packard's oldest tradition: luxury *and* individuality!





HERE'S the beginning of Chapter II in the new Packard Program!

Last year . . . Chapter I! The new Packard was introduced as "America's New Choice In Fine Cars." A new "Who's Who" in motorcars began!

This year—a new and finer edition of the car that made history last year—the 1954 Packard Patrician!

This is a car designed for men and women who don't like to follow the crowd. It is no longer necessary to leave your imagination behind when shopping for the best. For the new Packard gives you not only luxury —but *individuality*. A fine car with the greatest name in the fine-car field!

Styling that stays in style. Packard was the first fine car to offer the new, advanced contour styling . . . with the bold, straight lines . . . high-level fenders and greater visibility.

Packard contour styling is setting the trend in all automotive design today. It gives you a clearer view of the road any way you look. *Safer, more relaxing* visibility that makes driving a joy instead of a job. It means wider doors for greater convenience . . . chair-high, posture-tailored seats that bring new, relaxing comfort to a long day's drive.

Yes, a great new Packard engine, too! 212 horsepower! Nine crankshaft bearings that mean smoother, quieter running at *all* speeds. No other car gives you such a guarantee of quiet, lasting power!

212 horsepower built into watch-like smoothness by Packard, most famous engine-builder of them all! High torque at low r.p.m., which gives you that extra power-punch you need for a swift getaway in traffic, or for passing on the highway.

No car this year will have more or finer power features! This is a car with the greatest of all no-shift drives! Packard Ultramatic! Designed by Packard engineers for use in Packard-built cars only, to assure perfectly balanced performance. Just compare it: that's all! For smoothness, for pickup, *for economy.*

Then there are Packard Power Steering and Packard Power Brakes which add so much to more relaxed driving through *an entirely new sense* of complete car control.

The driver's seat is electrically powered for 4-way operation. You can adjust it to your size, up or down, backward or forward, simply by touching a switch conveniently located at your side.

This is the car that gives you your dream! The new 1954 Packard Patrician is "America's new choice in fine cars" because it gives you the luxury *and* individuality that separates you from the monotony and unimaginativeness of following the crowd in motorcar selection.

We are so proud of the new 1954 Packard that we invite comparison with any other fine car you can name. Your Packard dealer will be glad to place a car at your disposal so that you may judge for yourself.

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HARROWING ORDEAL IN HOBOKEN

Rugged Royal Portable withstands "96-Year Test"

The thermometer on the middle Atlantic seaboard stood in the 80's on June 16th, 1953, but it was a cold, matter-of-fact day to hard-boiled Royal Typewriter executives.

For the typing robot was set for 100 words a minute and nothing remained but to pull the switch on a stock model Royal Portable and put it through a typing ordeal unprecedented in typewriter history.

By August 19th, it had written six times the number of words in the complete works of Abraham Lincoln. By September 23rd, it had ticked off 9 million words. By October 14th,* the stock model, beating it out at 100 words per minute, day in day out, had written more than 14 times the number of words in the complete works of William Shakespeare.

With no breakdowns, this stock model had typed the equivalent of 96 years of typing at the rate of 400 words per day, every day in the week, every day in the year, including Fourth of July, Christmas, and your birthday.

Here is the typewriter *of* a lifetime *for* a lifetime—the typewriter for you! Why? Simple! Has any other portable dared back up a claim of durability with facts established by an independent research organization?

Remember—Royal is the standard typewriter in portable size. And to own this top-notch portable costs only $9.95† down. You have 18 months to pay. Trade-ins are liberal. Why not see your Royal Portable dealer?

*Test Number E-6998, Oct. 14, 1953 †Plus applicable taxes



Blond Carol Evans, from East Orange, N. J., would be more than 96 years of age by the time she typed 12-million words, so says Gerard Murphy, U.S. Testing Company's engineer at Hoboken laboratory.

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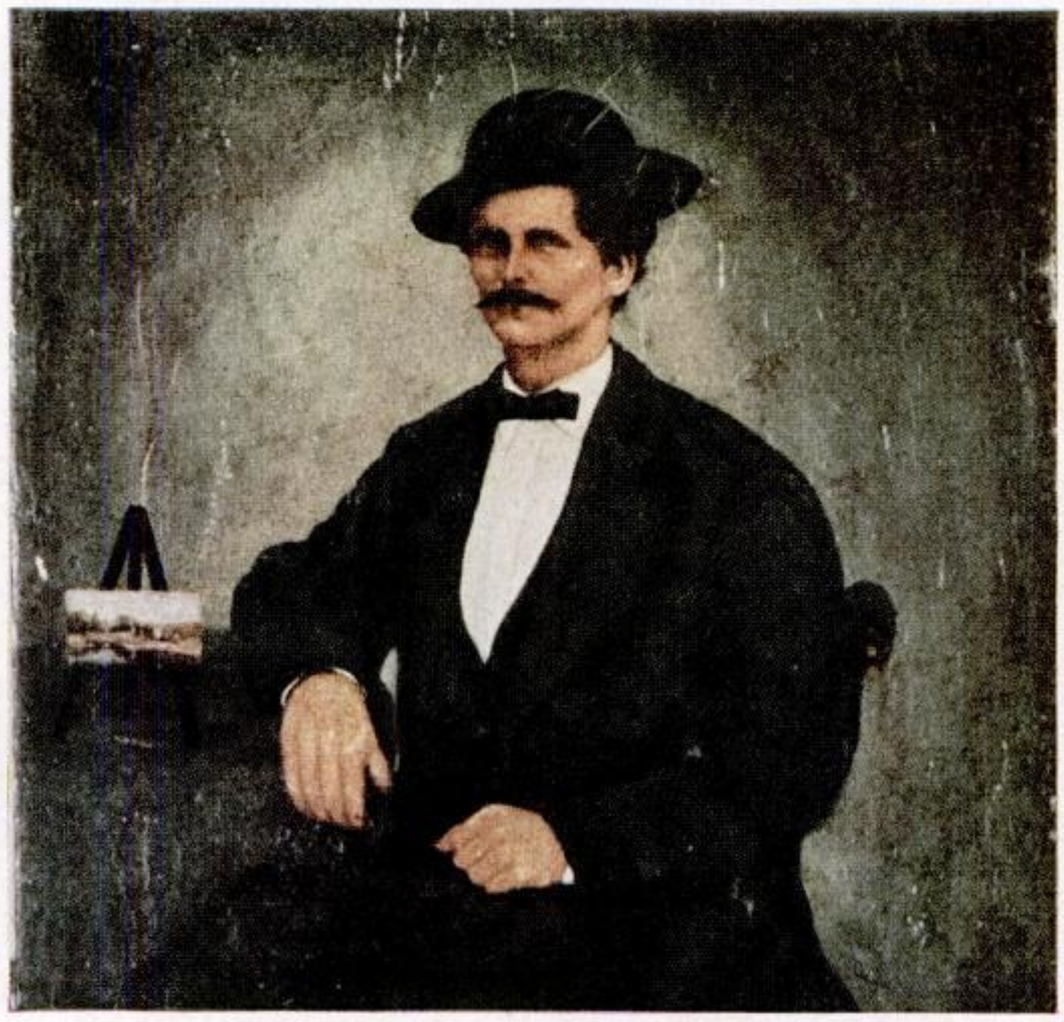
SAWMILL ON THE SANGAMON RIVER WAS BUILT IN 1850 AFTER NEW SALEM'S FIRST MILL WAS DESTROYED. SEATED IN THE CARRIAGE IS THE ARTIST'S MOTHER, MRS. BENNETT

As Lincoln Knew New Salem

Newly discovered paintings show landmarks of Abe's day

In the heart of Lincoln Land, unbeknownst to the relentlessly searching army of Lincoln experts, some vivid items of Lincolniana have been hidden away for more than 50 years. They are primitive but picturesque paintings of the tiny Illinois settlement of New Salem where Lincoln spent six haphazard and impecunious years in the 1830s. They were done some 30 years later by Aaron Francis Phillips, a native of nearby Petersburg, Ill. Though New Salem was deserted by the time Phillips began to paint it, the scene looked much the same as when Lincoln left it in 1837.

Though Phillips never met or saw Lincoln, his stepfather, Dr. Richard Bennett, had once taken Lincoln in as a boarder. The doctor often reminisced about New Salem in the days when the gangling, 22-year-old Kentuckian arrived on a flatboat to make his way as a store clerk, sawmill worker, surveyor and postmaster. Phillips' paintings of New Salem have remained with the artist's relatives ever since his death. A few months ago they were brought to light by Ralph Newman, a Lincoln enthusiast from Chicago, and they are here reproduced for the first time.



NEW SALEM ARTIST, A. F. Phillips, painted his own portrait in 1882 at the age of 34. He made a meager living raising chickens, died of consumption in 1899.

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TWO-STORY CABIN, only one of its kind in New Salem, was the town's finest house. It was built in 1835 by Samuel Hill, prosperous owner of a general store. Hill was also the town's first postmaster but in 1833 he was succeeded by Lincoln, who relished the job because he could read all the incoming newspapers. The job paid poorly and Lincoln often had to work in Hill's store to make ends meet.



TREE-TRUNK PORTRAIT of Lincoln, high up on a sycamore overlooking river, was carved by Phillips who later painted this picture of it. The sycamore, growing beside two elms, marked the site of



RUTLEDGE MILL, built in 1829 by Ann Rutledge's father and John Camron, was the first building in New Salem. A combination saw- and gristmill, it was soon doing such brisk business that Hill and McNeil built their store to take advantage of the trade. When a saloon was shortly added, New Salem became a full-fledged

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general store which Lincoln owned with John Berry. The store soon failed and eventually was demolished. The tree-trunk carving still exists and is exhibited in a museum in the New Salem State Park.



FIRST GENERAL STORE was built in 1829 by Samuel Hill and John McNeil and outlasted all rival stores. It also served as post office. Co-owner McNeil is supposed to have been betrothed to Ann Rutledge—Lincoln's legendary love—but in 1832 he sold his share of the store to Hill and went to New York to visit relatives. By the time he got back a few years later, the youthful Ann was dead.



town. In this six-foot-long landscape Phillips painted a flatboat like the one which brought Lincoln to New Salem and, on hill at far left, the Offut store where he got his first job. Nearby, the tiny figure of Lincoln's roisterous friend, Jack Armstrong, can be seen at his favorite sport, rolling a companion downhill in a barrel.

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BEFORE LEAVING FOR THE WHITE HOUSE, LINCOLN'S SONS TOOK THE FAMILY DOG FIDO TO SPRINGFIELD STUDIO WHERE THIS FORMAL PORTRAIT WAS MADE

Lincoln's Lost Dog

It turns out he was frisky mongrel who came to a tragic end

by DOROTHY MESERVE KUNHARDT

I FIRST ran across Fido some years ago when I started work on a book about little Tad, Abraham Lincoln's youngest son. Hoping to find unpublished pictures of Tad and others concerned in his story, I began searching through the collection of Civil War photographs belonging to my father, Frederick Hill Meserve. (At 88 he is still adding to this, the last of such great picture collections to remain in private hands. The others are now all owned by universities, libraries or institutions.)

As I held old collodion negatives up to the light and went through cabinet after cabinet crammed with pictures of the period, I came upon the photograph of a dog mixed in with the impressive likenesses of Army officers. There was something curiously moving about this rough-coated, stubby-tailed little animal, stiffly posed and, I thought, obviously trying desperately to obey the order to hold still. The back of the card read "F. W. Ingmire, Photographer, Springfield, Ill." Beneath the picture were the printed words: PRESIDENT LINCOLN'S DOG.

A dog always belongs really to the children in a family, so I determined to find out everything I could about this one. In 1940 good fortune led me straight to the knowledge I sought. In June of that year I went with my father to Lincoln Memorial University in Tennessee where he was being awarded an honorary degree. One of the guests was Isaac Diller of Springfield, known as the only person still living who had been photographed with Lincoln. Mr. Diller had been a playmate of the Lincoln children.

I spent every possible hour during the three days of ceremonies with 86-year-old Isaac Diller, listening to the flow of his memory and writing it all down. He told how he ran across the street from his aunt's house in 1860 to get into a "free" picture with the Lincolns, but—to his lifelong chagrin—turned his head at the crucial moment to look at a farm wagon. In the picture (*next page*) Isaac's upper half came out as a blur, though the stripes on his socks and his high boots were splendidly clear.

Did Mr. Diller know Fido? He did. After three days of reminiscing, he also suggested that I get in touch with John Linden Roll, a neighbor in Springfield who was also in his 86th year. When the Lincolns went to Washington, Fido had been given to John.

In the end, after corresponding with these two old men, delving into little-known documents and records, and visiting Springfield to walk in and out of the Lincoln house and along the streets and across lots to the Roll house, I was able to piece together this story of Fido.

FIDO's date of birth is unknown. He may have been a small yellow butterball of a puppy in 1855—it may have been for his benefit that a bill presented to A. Lincoln in that year by the Corneau and Diller Drugstore listed "Bottle Vermifuge—25¢." We do know that in his frisky middle age Fido rolled on the floor with Mr. Lincoln and his boys, ending the fun in a breathless pinwheel chase after his own tail. And this put Mr. Lincoln in mind of the conundrum: "If you call

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a tail a leg, how many legs does a dog have?" He caught his small sons with this one. "Five? No, you're wrong. Calling a tail a leg don't make it a leg."

Up through the spring of 1860, the year Mr. Lincoln was nominated for the presidency, Fido's must have been a carefree life. But everything changed on May 18, the day Mr. Lincoln was nominated. Every church bell in Springfield was ringing, cannons boomed, boys exploded firecrackers. That evening at the Lincoln home, hurrahing men and women and children pushed through the front door into the parlor and out the kitchen way. At this hour Fido usually lay asleep on the floor, but that night there could have been no thought of sleep. There was nothing to do but crawl to the old horsehair sofa and hide under it, trembling the way he did during summer storms. (Mrs. Lincoln shared the dog's fear of thunder and lightning. She would stand trembling in the center of the room, away from draughts, until Mr. Lincoln hurried home from the law office, as he always did, to reassure her.)



ISAAC DILLER played with the Lincoln boys and dog Fido.

The morning after the nomination Fido trotted along behind Mr. Lincoln as he walked as usual to market with basket on arm, but the walk was interrupted every few feet by people who made the candidate stop and talk. This day Mr. Lincoln did not let Fido, as he sometimes did, carry a parcel in his mouth. There was no chance today of a call on Billy the Barber, the remarkable West Indian Negro—flute player, poet, philosopher—whom Lincoln liked to visit, lounging around long after his shave and haircut to swap stories with the other men while Fido waited outside in unhurried communion with the other animals attending their masters.

The commotion affected even Old Bob, the Lincoln horse in the carriage house at the rear of the yard. Today his master came to feed him but did not spend the usual extra moment to rub his nose or examine his shoes. Mr. Lincoln left hurriedly, with Fido running after.

In the evening the notification committee—one man from each state in the union—arrived by train from Chicago to inform their candidate formally that he was chosen. That night Fido raced up and down the street with the children of the neighborhood, who were laboring to keep the big bonfires going. Willie was seen contributing what had clearly been a part of someone's front fence only a few moments before.

July was a month of heavy rains, a double hardship to Tad and Fido, for they were confined to the house and had to keep quiet as well. Nine-year-old Willie lay upstairs dangerously ill with scarlet fever.

After a downpour Tad and his dog would venture out along sidewalks littered with fallen branches, both enjoying the feel of smooth mud oozing between their toes. At walk's end the fine Lincoln carpet and the black horsehair covering of the furniture could be saved only by a stern warning from Mrs. Lincoln, and what looked like two clay figures had to proceed directly to the backdoor well to wash.

Even in days of comparative quiet there were many strangers arriving at that corner of Eighth and Jackson Streets. They patted Fido's head and received his paw prints on their party clothes as mementos of their proximity to fame. Billy Herndon, Mr. Lincoln's younger law partner, now working alone in the office on the square, remarked disgustedly that people were begging for a hair from the tail of Old Bob, and that even the dog running about the Lincoln house assumed a form of "beauty and power."

But Fido had no power to alter a fateful decision. After Mr. Lincoln was elected he gave his two sons a sad piece of news. It would be better, he said, for Fido not to come to Washington. A train filled to capacity and lurching and speeding across the country at 30 mph would be no place for a dog. In vain did Tad plead, "I could take care of him, Pa."

The problem was, what to do with their old friend and pet. There were so many children whom Mr. Lincoln knew because he had put up rope swings for them, let them sit on his tall shoulders when there was a circus parade, played marbles with them, told them stories about a bear hunt or the Indian war he was in and about the river pirates he had fought with on the Mississippi.

There were Henry Remann and his sister Josephine. Once Mr. Lincoln had run all the way to the railroad station with Josephine's trunk when the hackman forgot to come for it and the little girl was crying out in front of her house.

There was Johnny Kaine, to whom Mr. Lincoln had given a 25¢ donation for a new pump for the juvenile fire brigade.

There were the three Dubois boys, Fred and Jess and Link. One dark night they had hidden behind a fence and knocked off Mr. Lincoln's stovepipe hat with a stick as he went by. Then they all shouted and jumped on him and clung to his hands, and he dragged them up the street to a store and treated them to cake and nuts.

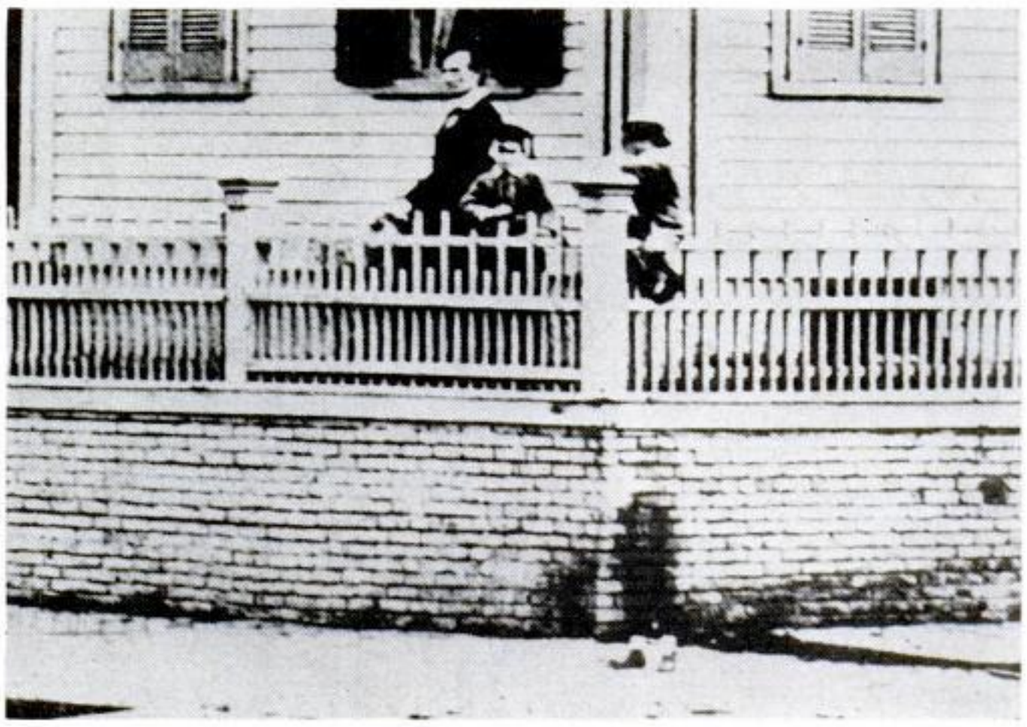
There was Dr. Melvin's boy Charlie, who always sat waiting on his gatepost to call, "Hello, Mr. Lincoln." One day, when Mr. Lincoln stood talking to a friend, Charlie had to shout his greeting over and over before he was heard. "What is it, Charlie?" Mr. Lincoln asked at last. Flustered, Charlie suddenly didn't know what it was, so he cried out, "Huwwah for you!" Mr. Lincoln laughed and laughed and told about it later in Washington.



JOHN ROLL remembered how Fido was given to his family.

Next there was little Isaac Diller, a year younger than Tad. Isaac's father Roland was the owner of Diller's drugstore. He sold the Lincolns their castor oil and soap, cologne, cough medicine, candy vanilla, hair balsam, ipecac, calomel and restorative. On a hot summer day Mr. Lincoln liked to go there to sit at the fountain, a recent novelty, holding a glass of fruit-flavored soda water alternately to Tad's and to Willie's thirsty mouths. Fido was very much at home there, and a drugstore dog would have the best of care should he be taken sick.

But all in all, perhaps the Roll family was best. John Linden Roll and Frank Roll, gentle, serious children, were about the same ages as Willie and Tad. Fido had always made a fuss over them, licking their hands and running halfway home with them when they left after playing with him. Moreover their father, John Eddy Roll, was Lincoln's oldest friend in Springfield. John Eddy Roll liked to recollect the day when the traveling magician came to town and asked for someone's hat to cook an omelet in and Abe hesitated, as he said, not out of fear for his battered hat but out of respect for the eggs.



ISAAC'S MISTAKE occurred when he turned his head and became a blur on sidewalk as Lincoln was photographed on porch with sons Tad and Willie.

But Fido didn't have to move for a while yet. The new year came, and then on Jan. 30 the public auction of the Lincoln furniture. Dr. Melvin took the big four-poster bed but, fortunately for Fido, it was Mr. John Eddy Roll who carried away the parlor horsehair sofa of mahogany veneer. It was more than seven feet long. Mr. Lincoln had had it built especially for himself, as no other piece of furniture allowed him to stretch out full length. This familiar landmark, its underside Fido's refuge in times of stress, was a piece of his old life coming with him into the new.

Almost too late, Willie and Tad suddenly remembered they had no picture of Fido to take away to Washington with them. So Fido had one last excursion with his

CONTINUED ON PAGE 86

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LINCOLN'S LOST DOG CONTINUED

young masters. They trooped over to F. W. Ingmire's studio on the west side of the square. Mr. Ingmire draped a piece of fancy material over a washstand and put Fido on top as if on a royal couch. Willie and Tad watched but did not get into the picture.

At 7 in the morning of Feb. 11, Mr. Lincoln stood in the depot waiting room, taking his neighbors' hands in his to say goodby as he climbed on the train. Johnny Kaine had brought his drum and now stood beating on it. Fourteen-year-old Lincoln Dubois—"Link"—pressed himself tight against the bumper of the car, looked up and saw tears in Mr. Lincoln's eyes, saw his lips tremble.

The Roll boys had been given explicit instructions for Fido's care. They had promised never to leave him tied up in the backyard by himself. He was not to be scolded for wet or muddy or dusty paws. He was to be allowed inside whenever he scratched at the door and be allowed in the dining room at dinner time because he was used to being given tastes by everybody around the table.

For a time there is no record of Fido. Then almost three years later, after Willie had died in the White House, came a letter of condolence to the President from his old friend, Billy the Barber. "I was sorry to hear of the death of your son Willy. I thought him a Smart lad for his age, so Considerate, so Manly; his Knowledge and good Sence, far exceeding Most boys far advanced in years yet the time comes to all, all must die. . . . Tell Taddy that his (and Willys) Dog is alive and Kicking doing well as he stays Mostly at John E. Rolls with his Boys. . . ."

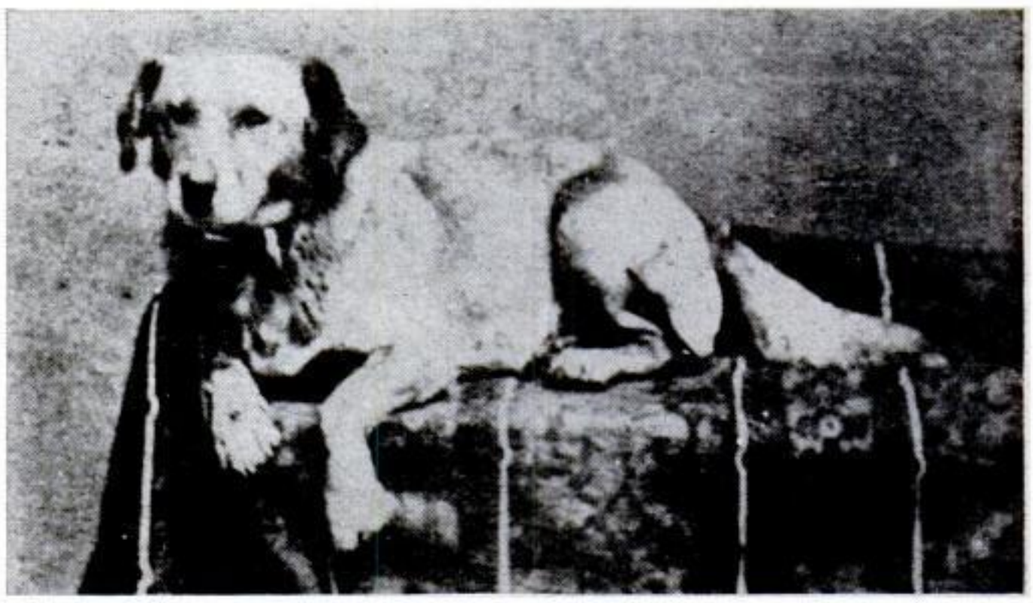
ISAAC DILLER never forgot the morning of April 15, 1865. His family was sitting down to breakfast when they got the word that Mr. Lincoln had been assassinated the night before. Every member of the group burst into tears.

Not far away Dr. Melvin's little girl, Mary Todd, the namesake often mentioned by the First Lady in letters home, was lying in her trundle bed beside the big four-poster that had been the Lincolns'. Her nurse, who had been early to market, came running back to tell what she had heard. Mary remembered her father's sitting up straight in the bed and exclaiming, "Is it possible? Is it possible? Who could think of killing so great and good a man!"

Soon Old Bob, the horse, was brought out again. Only a week before, at the time of Lee's surrender, he had been taken out of pasture and decorated with flags and led through rejoicing streets. On May 4 a black mourning blanket was laid across his back and he was led to the Lincoln home and photographed, standing there waiting for the funeral procession to start. Search the picture as you may, there is no trace of Fido. Nor can he be seen in the photograph of the crowd waiting at the station for the black-draped train with its tolling bell, or in that of the assembly on the quiet hillside where the extra-long coffin and the short one holding Willie were laid to rest.

Less than a year later the tragedy which seemed to follow the whole Lincoln family overtook Fido. This is what happened, as little Johnny Roll, an old man in his 90th year, wrote it to me in a shaking, penciled scrawl only a few weeks before his death:

"We possessed the dog for a number of years when one day the dog, in a playful manner put his dirty paws upon a drunken man sitting on the street curbing [who] in his drunken rage, thrust a knife into the body of poor old Fido. He was buried by loving hands. So Fido, just a poor yellow dog met the fate of his illustrious master—Assassination."



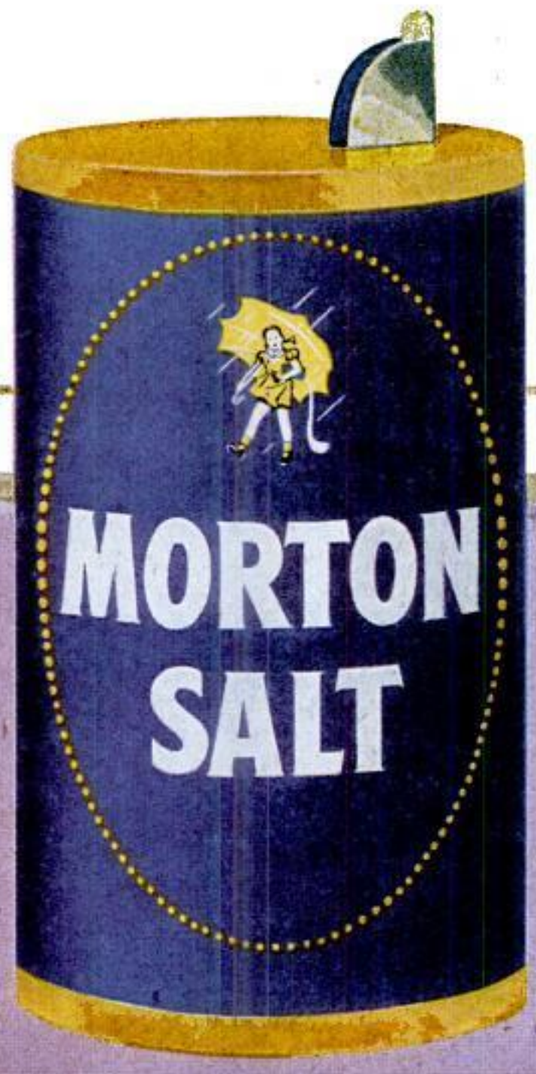
SECOND PHOTO of Fido was sent to the author of this article by John Roll. Visiting cards with the dog's picture were put on sale by photographer.

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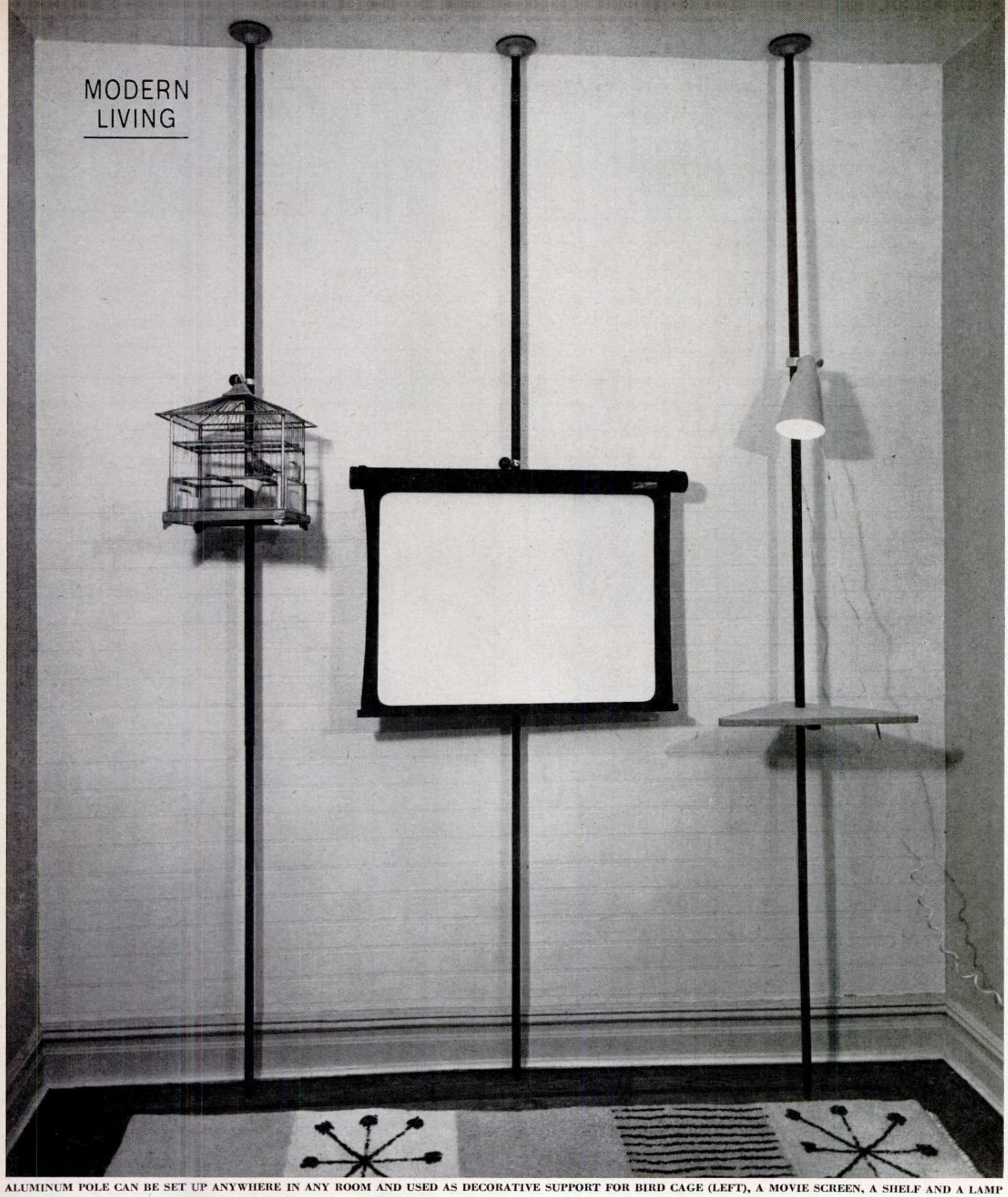
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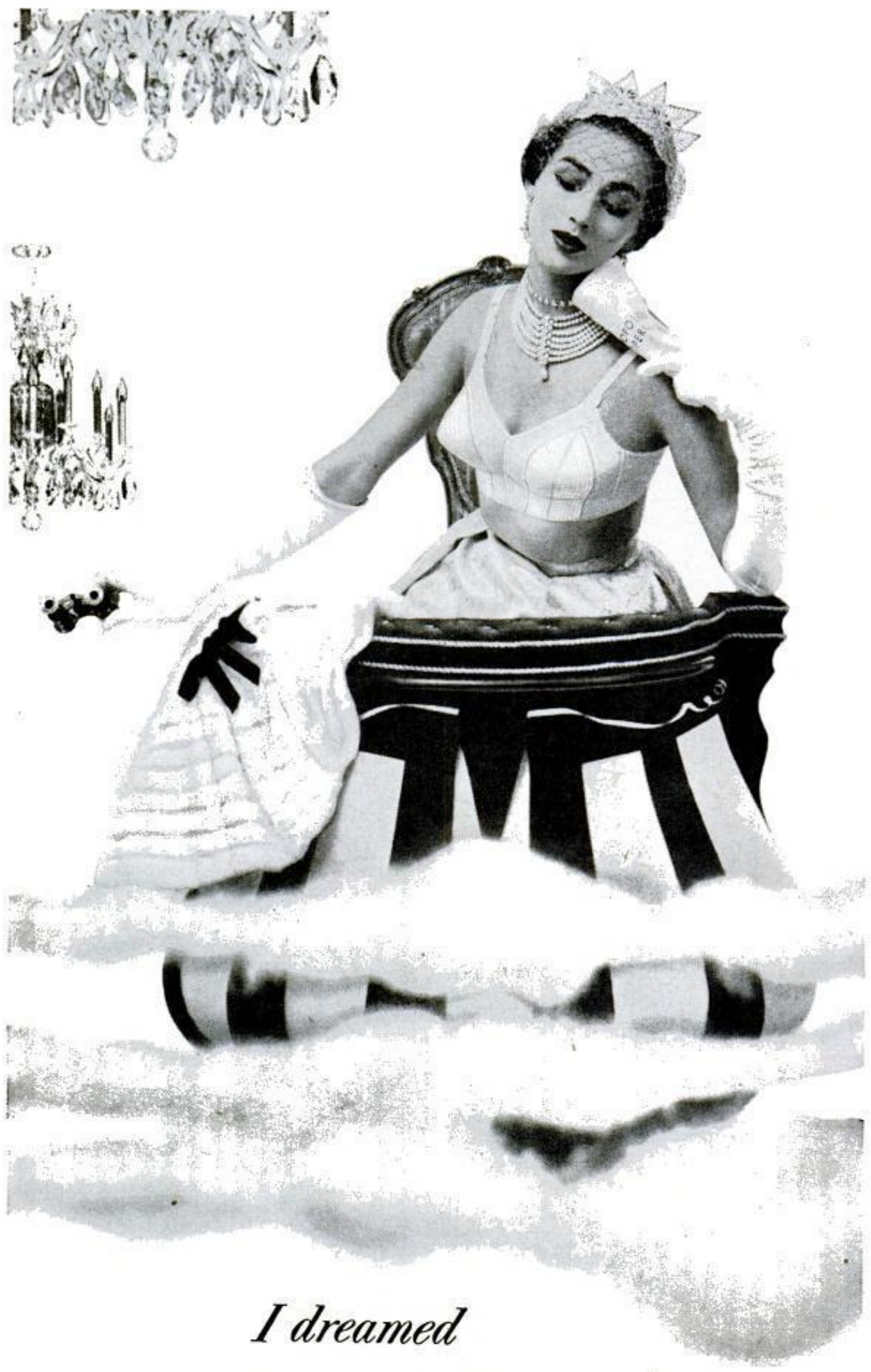
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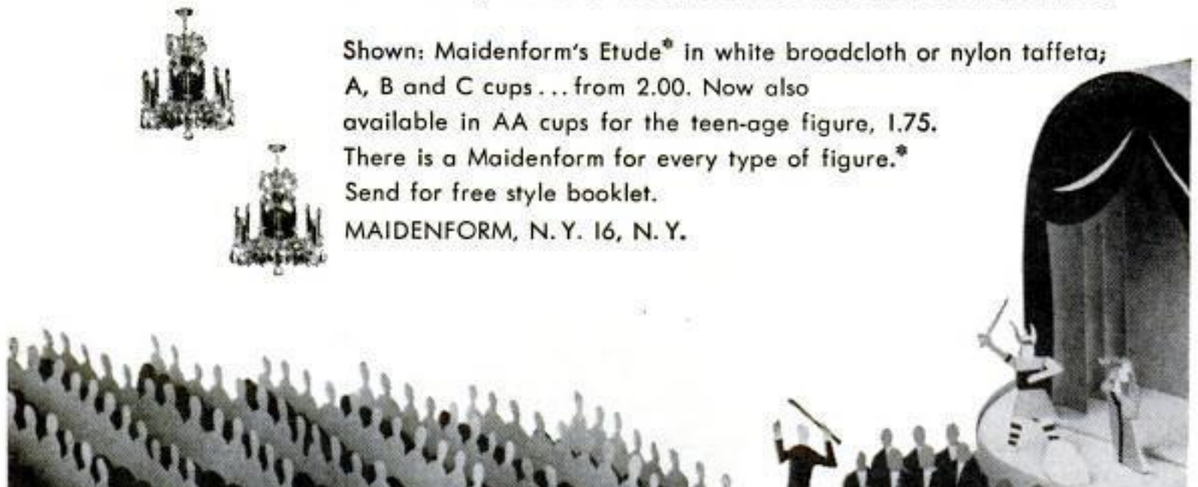
I dreamed

I went to the opera in my

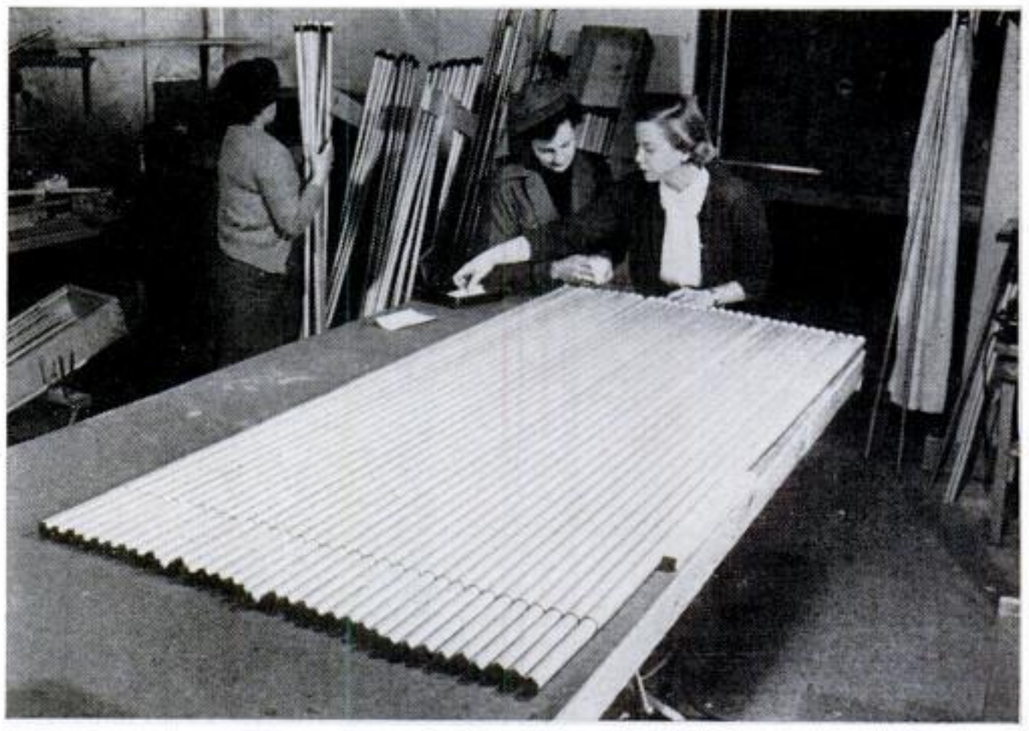
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Enjoy new clarity of vision *at eye level* . . . thrill to new richness of tone *at ear level.* Better see . . . better hear . . . new big-screen Motorola TV with Glare Down/Sound Up design and Motorola's exclusive Double-Power Picture!

The forward-tilted Glare Guard screen deflects unwanted reflections to the floor, to give clear, glare-free viewing. The tilted-back Golden Voice speaker directs tone *up* for easy listening. Picture and sound brought together in thrilling realism. New Fashion Academy Award styling, too!

And remember, every Motorola TV set made today will also receive color telecasts in improved black and white, for years of big-screen television entertainment! Prices on 21-inch table models start as low as $189.95.

Better See The Motorola TV Hour on ABC-TV, Tuesday nights in most cities.

Model 21K12, 21" screen, walnut finish, $299.95. Mahogany or Limed Oak slightly higher. UHF optional, at extra cost.

Prices include Fed. Ex. Tax and full year warranty on all parts, tubes and picture tube. Slightly higher South and West. Subject to change without notice.

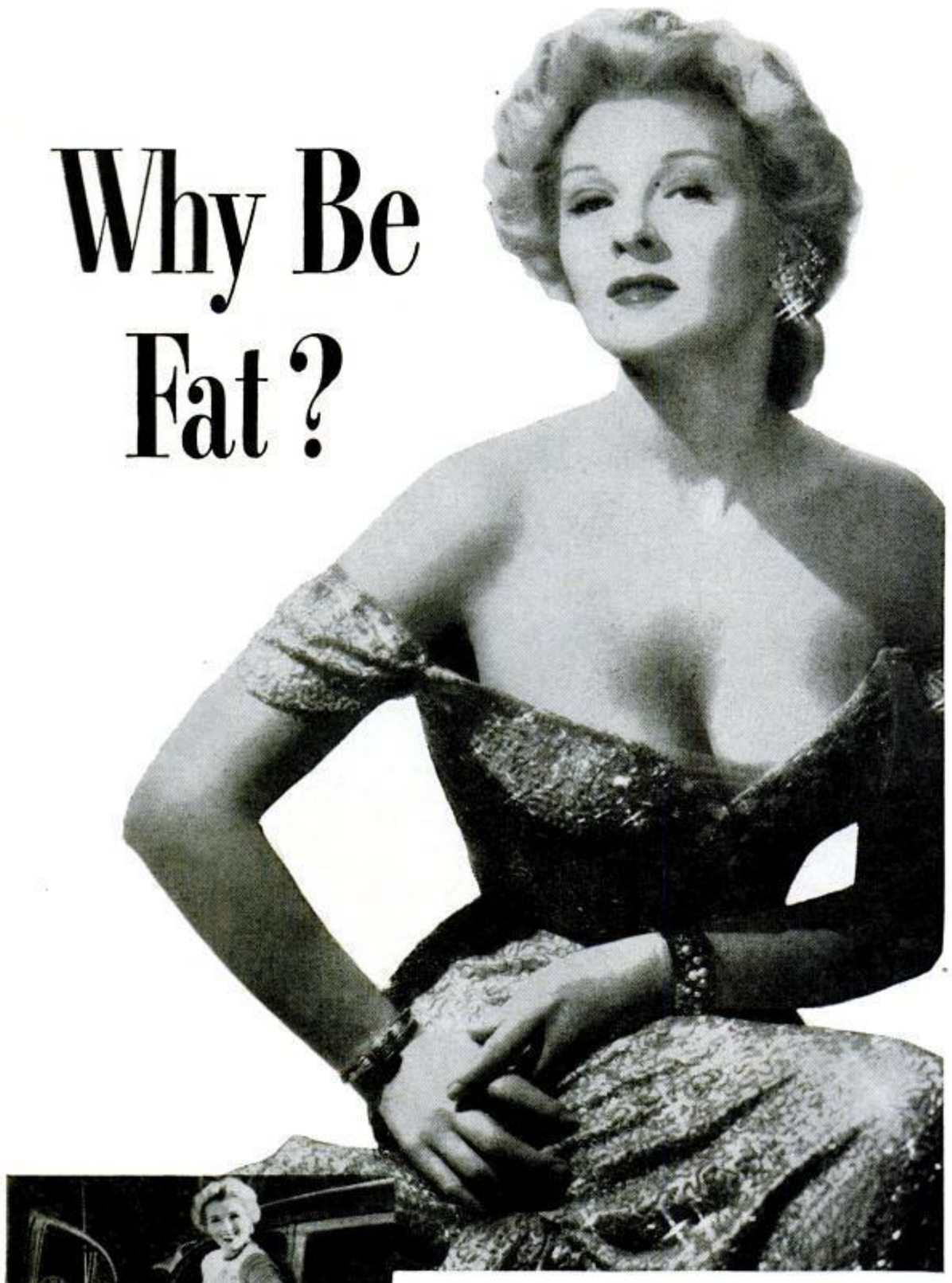
"Golden Voice" Reg. U. S. Pat. Off. © 1954, Motorola Inc.

Better See Motorola TV

with DOUBLE-POWER PICTURE

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Why Be Fat?





Ilona goes on a picnic. "Ayds has done marvelous things for my figure," she says. "I not only lose weight but I look and feel better, too."



Ilona with canine friend. "Many of my friends take Ayds. I recommend it to everyone who wants to have a lovely figure," says Ilona.



Ayds has helped many famous Hollywood stars to a lovelier figure. It can do the same for you! At your drug or department store.

Ilona Massey Tells You How to Reduce

No Drugs . . . No Diet . . . Results Guaranteed! Excess weight may ruin your health and your looks, too. Lovely movie stars lose weight the Ayds way—why not you? In fact, you must lose pounds with the very first box ($2.98) or your money back!

Proved by Clinical Tests. With Ayds you lose weight the way Nature intended you to—without dieting or hunger. A quick natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure.

Controls Hunger and Over-eating. When you take Ayds before meals, as directed, you can eat the foods you like. No starvation dieting—no gnawing hunger pangs. Ayds is a specially made, low caloric candy fortified with health-giving vitamins and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly, It contains no drugs or laxatives.

New Loveliness in a Few Weeks. Users report losing up to ten pounds with the very first box. Others say they have lost twenty to thirty pounds with the Ayds Plan.



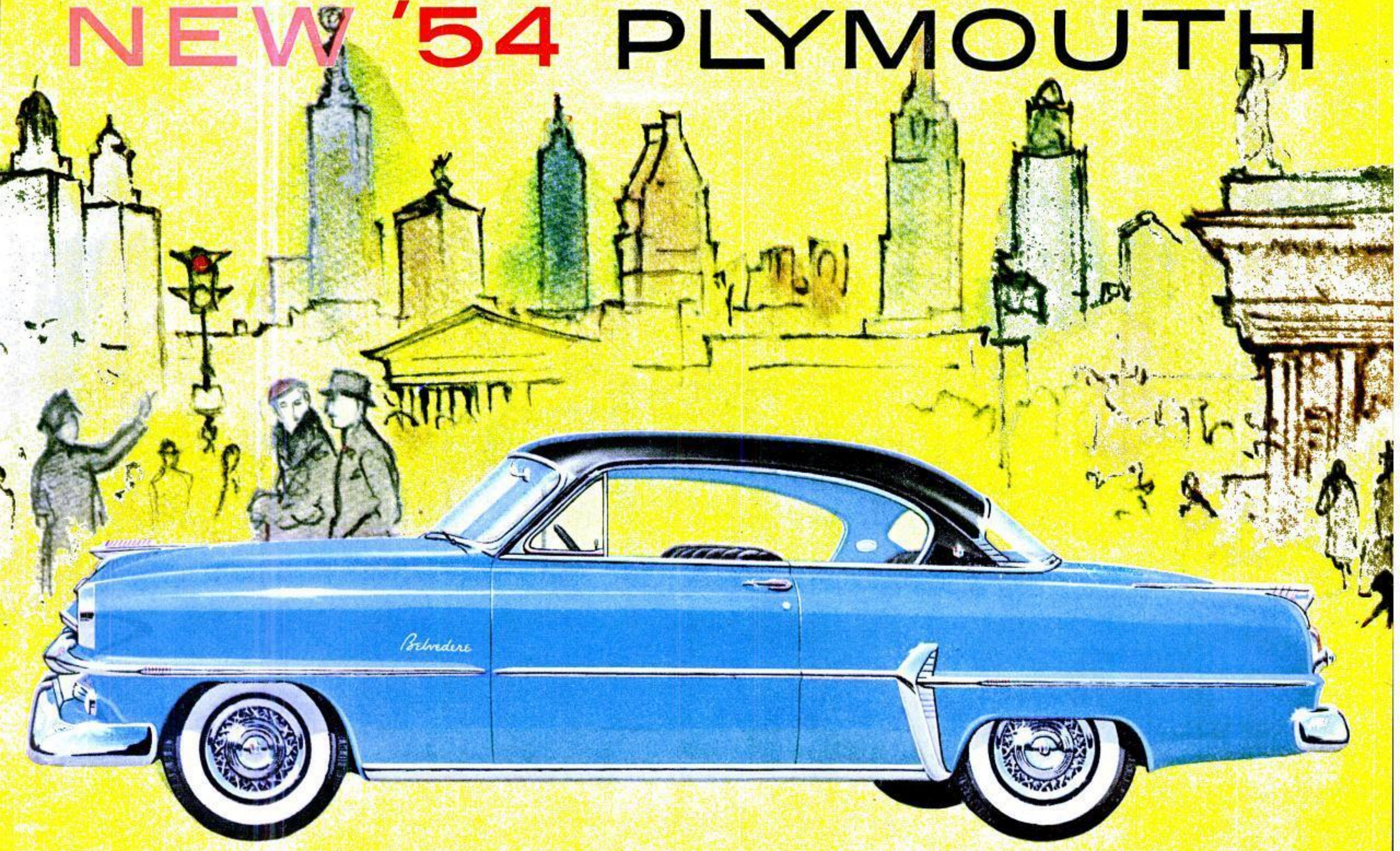
GYMNASTICS are done on series of poles. Here six are clamped together to form safe outlet for energy. Poles bend slightly but do not shift about.



INFUSION BOTTLES hang securely from poles in hospitals, do not tip or jiggle. The lightweight poles are easy for nurses to carry around and set up.

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NEW '54 PLYMOUTH



Under the Beauty

SOLID VALUE

Longer, lower-sweeping lines, accented with heavy sculptured chrome, highlight the dramatic new styling of the 1954 Plymouth. The all-new "Color-Tuned" interiors, with perfect harmony of fabric and finish, offer a level of luxury never before attained in a low-price car. Beneath all of this bright new beauty are important engineering advances that make Plymouth the car ot solid value. Below are shown only four value features. Your Plymouth dealer is ready to show you many, many more.

Tune in Medallion Theatre every week on CBS-TV. See TV page of your newspaper for time and station.



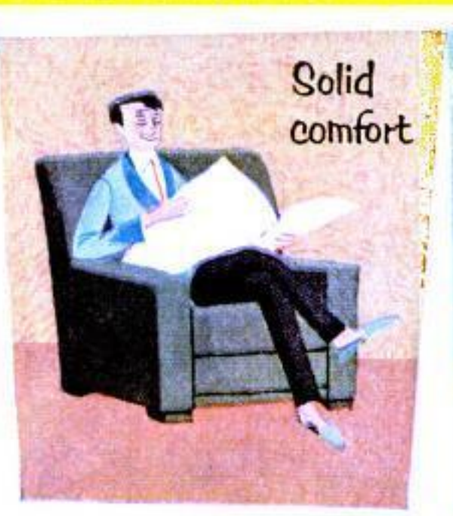
Plymouth's new full-time Power Steering* is "on duty" every mile you drive. You drive—and park—with effortless ease. Hydraulic power does up to 80% of your car-handling work. You get 100% of the driving fun!



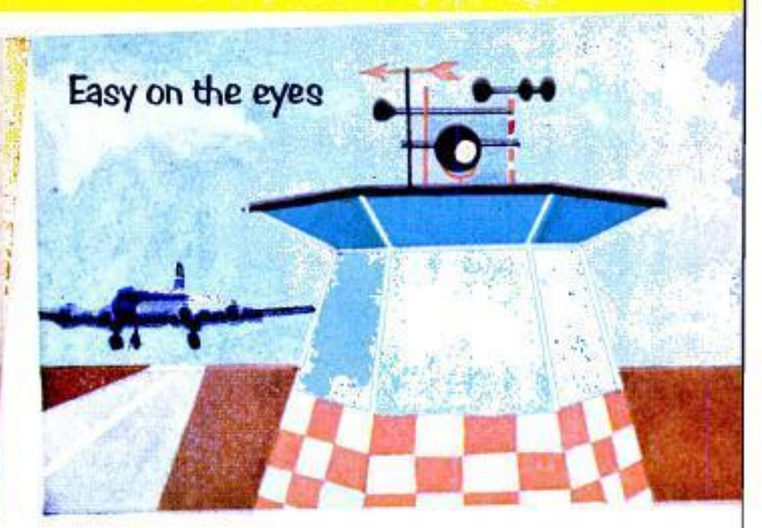


Plymouth Hy-Drive*—newest, smoothest, least expensive no-shift driving in the low-price field—gives you powerful pick-up in one flowing motion. No jerks or lurches. Requires practically no servicing.

*Power Steering and Hy-Drive each available at low extra cost



Dual Flex Seat Springs—an entirely new "spring on spring" seat construction—make Plymouth's famous Comfort Level Seats more restful than ever. Graduated cushioning action gives you a soft ride on any type of road.



Latest feature of Plymouth's Control Tower Visibility is the new No Glare finish which eliminates eye-fatiguing reflection of light from instrument panel. Low hood silhouette gives you a clear, close-up view of the road.

PLYMOUTH—Chrysler Corporation's No. 1 Car

PLYMOUTH BUILDS GREAT CARS

Your Plymouth dealer is ready to prove it to YOU

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Excitingly Beautiful

UTENSILS WITH COLOR THAT CAN'T TARNISH

These truly magnificent cooking utensils are designed to give superb cooking performance and to add beauty to your kitchen!

Hallite utensils are made of an extra-hard, durable alloy, even to the copper-colored covers that won't tarnish. This special alloy spreads heat with amazing speed—up the sides and over the cover, as well as across the bottom. The whole utensil cooks the food, without scorching.*

Two transparent leaf* hangers are included with each utensil, so that you can arrange them like pictures on your wall.

It's a cinch to keep Hallite brilliantly bright—and the years will prove that they are styled not only for beauty, but for constant use. You'll always be proud of Hallite.

ONLY WEAR·EVER HAS HALLITE

Designed by Lurelle Guild



Your choice: 3½ qt. Covered Sauce Pan (shown left); 2½ qt., and 1½ qt. Covered Sauce Pans; 10¾" and 8" Covered Fry Pans.

Hallite by WEAR·EVER

See Wear-Ever on the ALCOA "See It Now" television program—over CBS—every week.

THE ALUMINUM COOKING UTENSIL CO., INC., NEW KENSINGTON, PENNA.

*Patented

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MISS GILBERT'S DARK BEAUTY SHOWS OFF PALE CHIFFON EVENING DRESS WITH A DRAPED BODICE AND A CORAL CHIFFON CAPE-STOLE (CEIL CHAPMAN, $135)

Hollywood Clotheshorse

MODEL TURNED ACTRESS, JOANNE GILBERT REMAINS A FASHION PLATE

Joanne Gilbert grew up in Hollywood, a town full of careers for a pretty girl. But she left to try to become a fashion model in New York. Not very successful, she went home and tried her luck as a nightclub singer. Her voice and sensational appearance in tight black pants rocketed her right into the movies. Now 21, Miss Gilbert is a star in the film *Red Garters.* Almost equally gratifying, the rebuffed model is acquiring a considerable reputation as a clotheshorse who looks good in everything from ball gown (*above*) to bikini (*next pages*).

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This is the quicker Wesson way to start good baking...





IT'S THE STIR-N-ROLL WAY to make pie crust and biscuits. You don't dig out solid shortening. You *pour* this light, sparkling salad oil—the one and only Wesson. And because it *pours*, you measure Wesson accurately. You *pour* it in with the milk and stir into the flour. No cutting in, no guesswork and no waste. (Wesson is *thrifty* too.) Right to the end, it's easier. You roll out dough between waxed paper. There's no mess to clean up.

Actually, 9 out of 10 women who've tried it say that a beginner can succeed with Stir-N-Roll. And, fortunately, it calls for *the* salad oil sure to mean superbly good taste. In all the world, there's no oil lighter or more delicate than Wesson. So, your Stir-N-Roll biscuits are light in taste as all good biscuits should be. And your Wesson pastry is so tender and delicate in flavor—no pie filling could ask for a better crust.

STIR-N-ROLL CHERRY PIE

Double-Crust Pastry

Heat oven to 425°.

1. Mix together:

2 cups sifted all-purpose flour, such as Gold Medal
1½ teasp. salt

Pour into one measuring cup (but don't stir together):

½ cup Wesson Oil **¼ cup cold whole milk**

Then pour all at once into flour.

2. Stir lightly until mixed. Round up dough...divide in halves. Flatten each half slightly.

3. Place one half between 2 sheets waxed paper (12-inch square). Lightly dampen table top to keep bottom paper from slipping. Roll out gently until circle reaches edges of paper. Peel off top paper. If dough tears, mend *without moistening* by pressing edges together...or press a scrap lightly over tear.

4. Lift paper and pastry by top corners; they will cling together. Place (paper side up) in 8- or 9-inch pie pan. Carefully peel off paper. Gently ease and fit pastry into pan. Add Cherry Pie Filling. Trim even with rim.

TOP CRUST: Roll as above and place over filling. Trim to rim. Seal by pressing gently with fork or by fluting edges. Snip 3 or 4 small slits near center. Bake about 40 minutes in hot oven (425°).

CHERRY PIE FILLING

1 No. 2 can red sour cherries (2½ cups)
¾ cup canned cherry juice
2 tbsp. cornstarch
½ to ¾ cup sugar
Dash of salt
1 teasp. almond extract
2 tbsp. butter or margarine

Drain cherries well; save juice. Combine cornstarch, sugar and salt. Stir in ¾ cup cherry juice. Cook until thick and clear. Add almond extract. Pour over cherries. Place filling in unbaked Stir-N-Roll pie shell. Dot with butter or margarine. Place top crust and bake as directed above.

STIR-N-ROLL BISCUITS

Rolled, Patted, or Dropped

Heat oven to 475°.

Sift together:

2 cups sifted all-purpose flour, such as Gold Medal
3 teasp. double-action baking powder
1 teasp. salt

Pour into one measuring cup (but don't stir together):

⅓ cup Wesson Oil **⅔ cup milk**

Then pour all at once into the flour.

Stir with a fork until mixture cleans sides of bowl and rounds up into a ball. *For drop biscuits:* Drop dough onto ungreased cooky sheet. *For rolled or patted biscuits:* Smooth up by kneading dough about 10 times without additional flour. With the dough on waxed paper, press out ¼-inch thick with hands, or roll out between waxed paper. For higher biscuits, roll dough ½-inch thick. Cut with unfloured biscuit cutter. Bake *10 to 12 minutes* on ungreased cooky sheet in *very hot oven* (475°). Yields about 16.

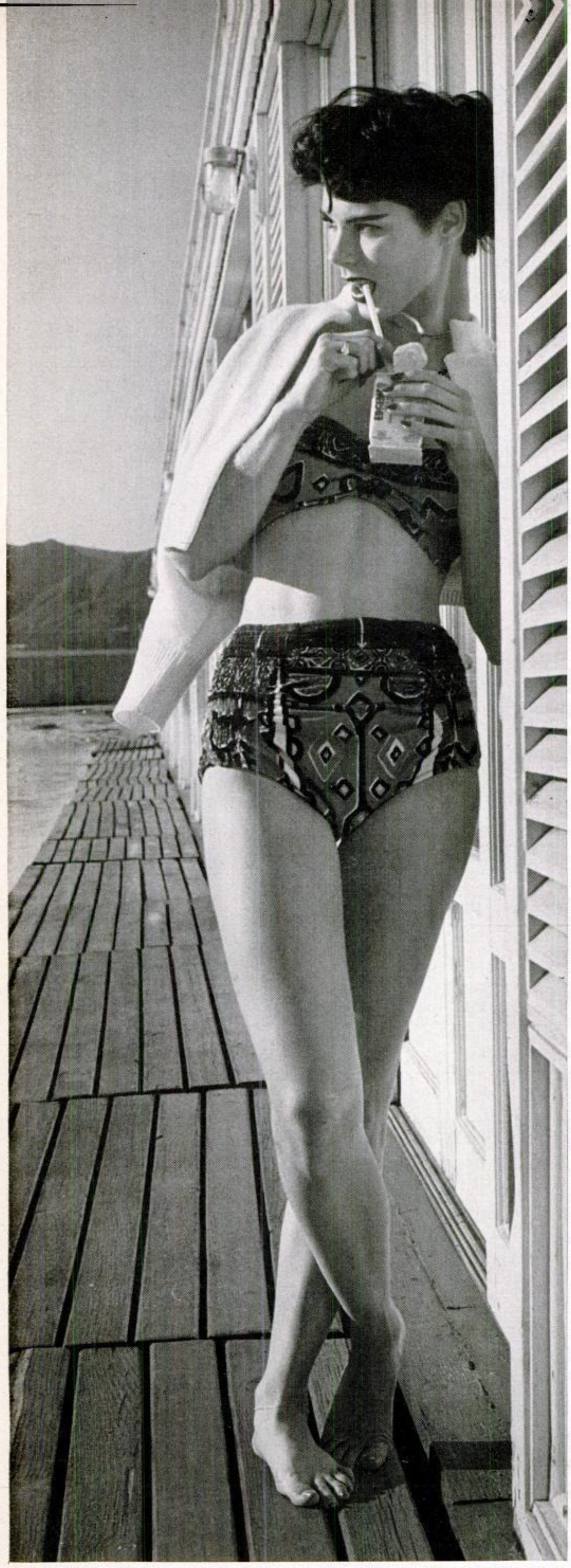
America's Favorite

for Salads, Frying, Stir-N-Roll Pie Crust and Biscuits

Wesson Oil



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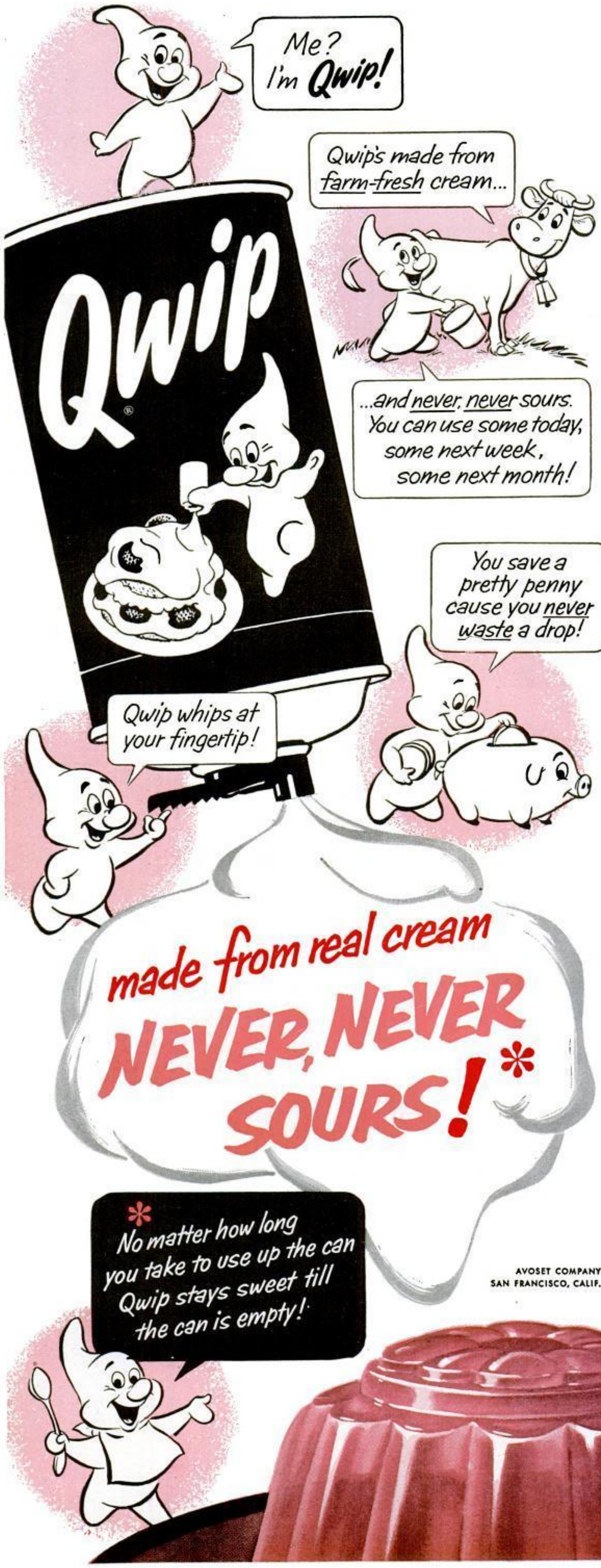


MODIFIED BIKINI worn by film actress is made of wildly printed cotton, has brief puckered pants and a scant drawstring top (Cole of California, $13).

STRAPLESS BALL GOWN with slim front, swishing back panel (Galanos, $400) is worn with giant glitter earrings (I. Magnin, $85).

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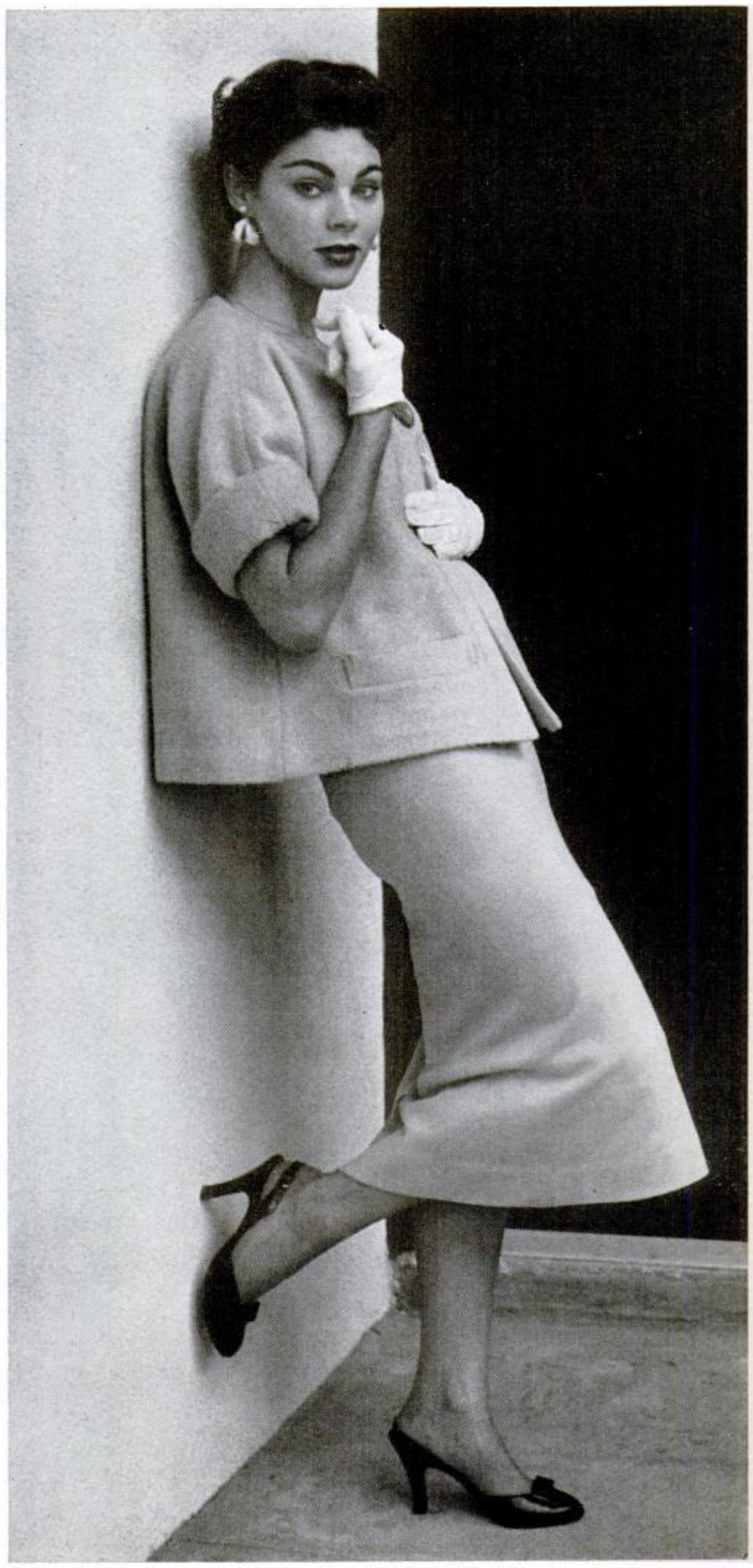


CLOTHESHORSE
CONTINUED

CHECKED COAT made of upholstery fabric lined with jersey (Gernreich-Bass, $125) has seal collar and cuffs. Miss Gilbert likes this for cool weather as she seldom wears suits.



FLEECE JACKET has a scooped neck and short sleeves ($50), goes over a matching pastel wool jersey sheath ($30, both Jeri Holmes) in casual outfit for afternoon and evening.



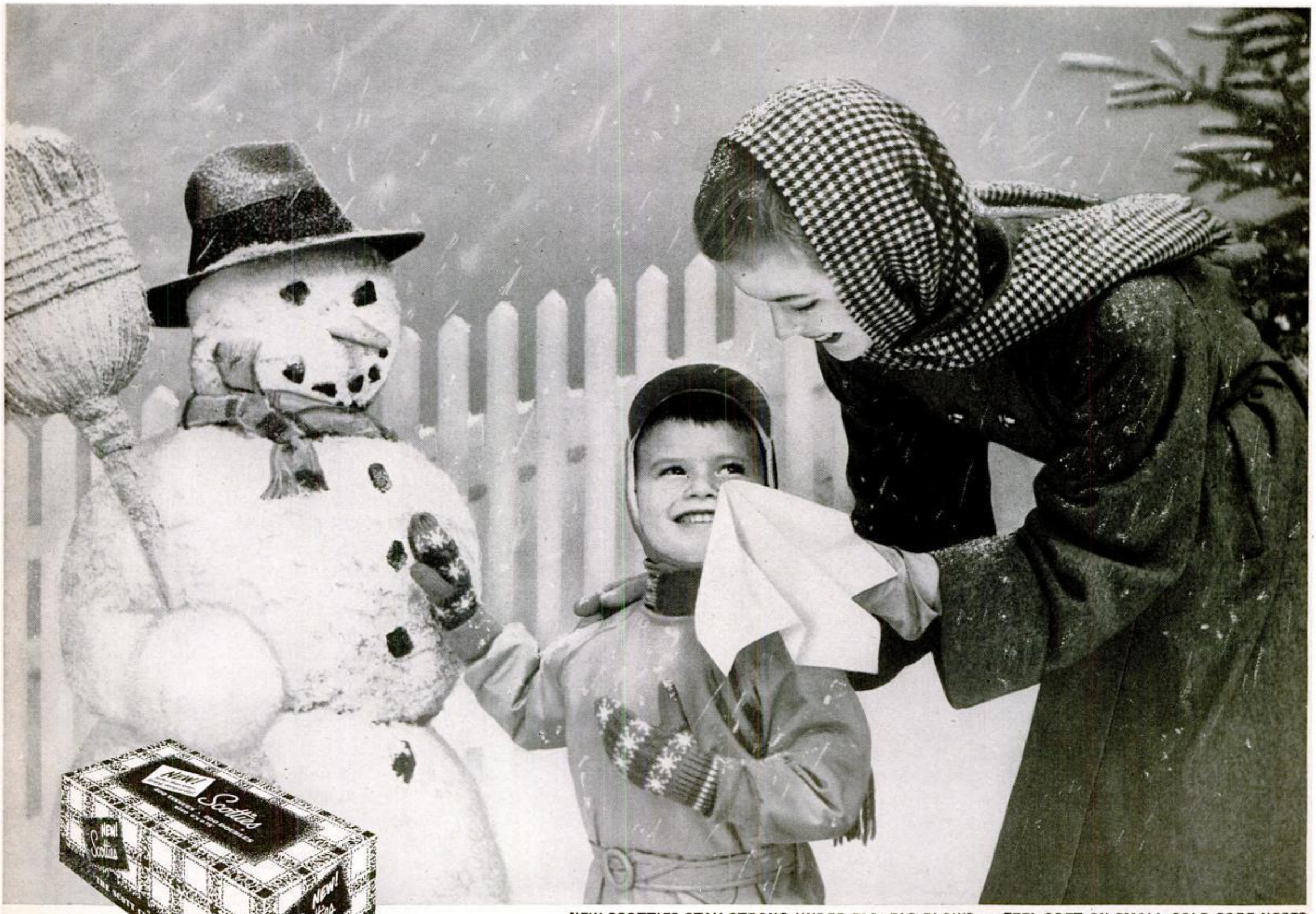
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COLD-WEATHER TISSUE

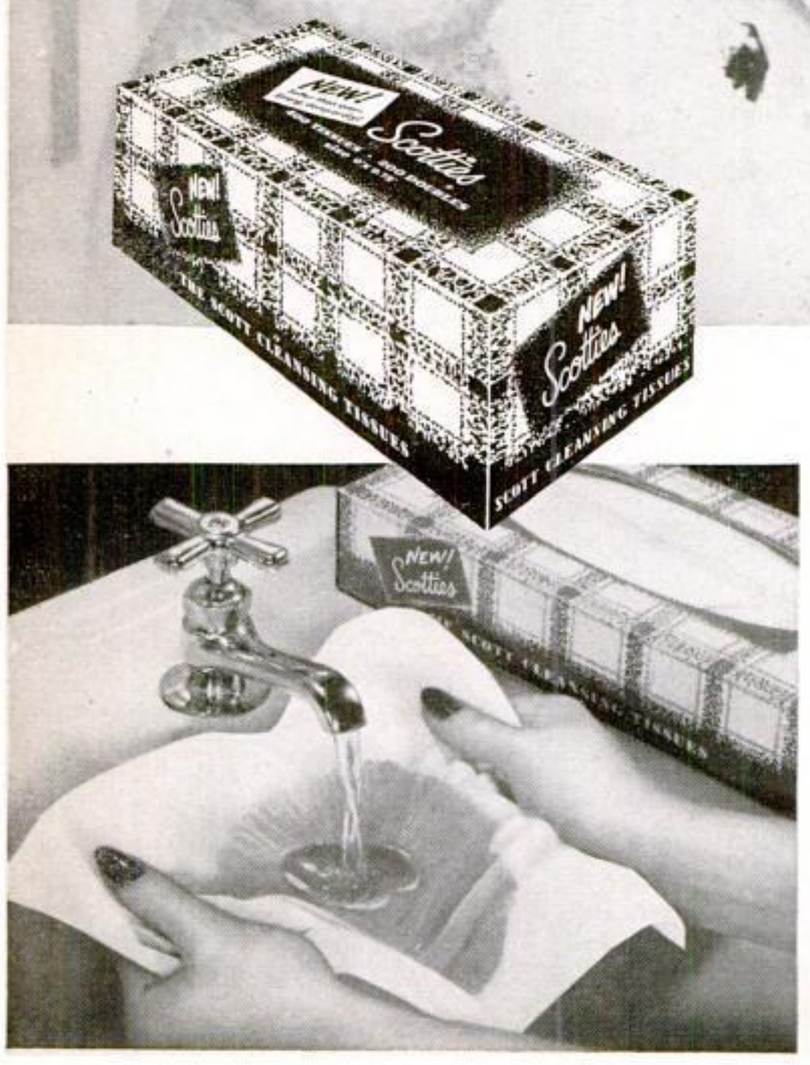
HAILED BY SKATERS, SKIERS, SLEDDERS



NEW SCOTTIES are sturdy stand-bys for winter snifflers



NEW SCOTTIES STAY STRONG UNDER BIG, BIG BLOWS . . . FEEL SOFT ON SMALL COLD-SORE NOSES



New "wet-strength" Scotties stand up to sneezes and blows

Outdoor sports lovers and indoor cold sufferers all share in their enthusiasm for New Scotties. These tissues, with their amazing new wet-strength, weather any storm of sneezes and blows without crumbling. They don't tear when wiping the "runny" noses and watering eyes that always accompany cold-weather fun. New Scotties remove make-up neatly and efficiently, too. Even under the extra pressure you use to mop off heavy face creams, they don't shred or go to pieces as so many non-wet-strength tissues do.

Yet they are softer than ever, too, reassuringly gentle to sore, tender, cold-chapped skin.

Keep New Scotties handy for your family's extra winter needs—in pockets, handbag or car, and all around the house. Buy several boxes—big family box or handy vanity size. Another great Scott value . . . Scotties are thrifty.

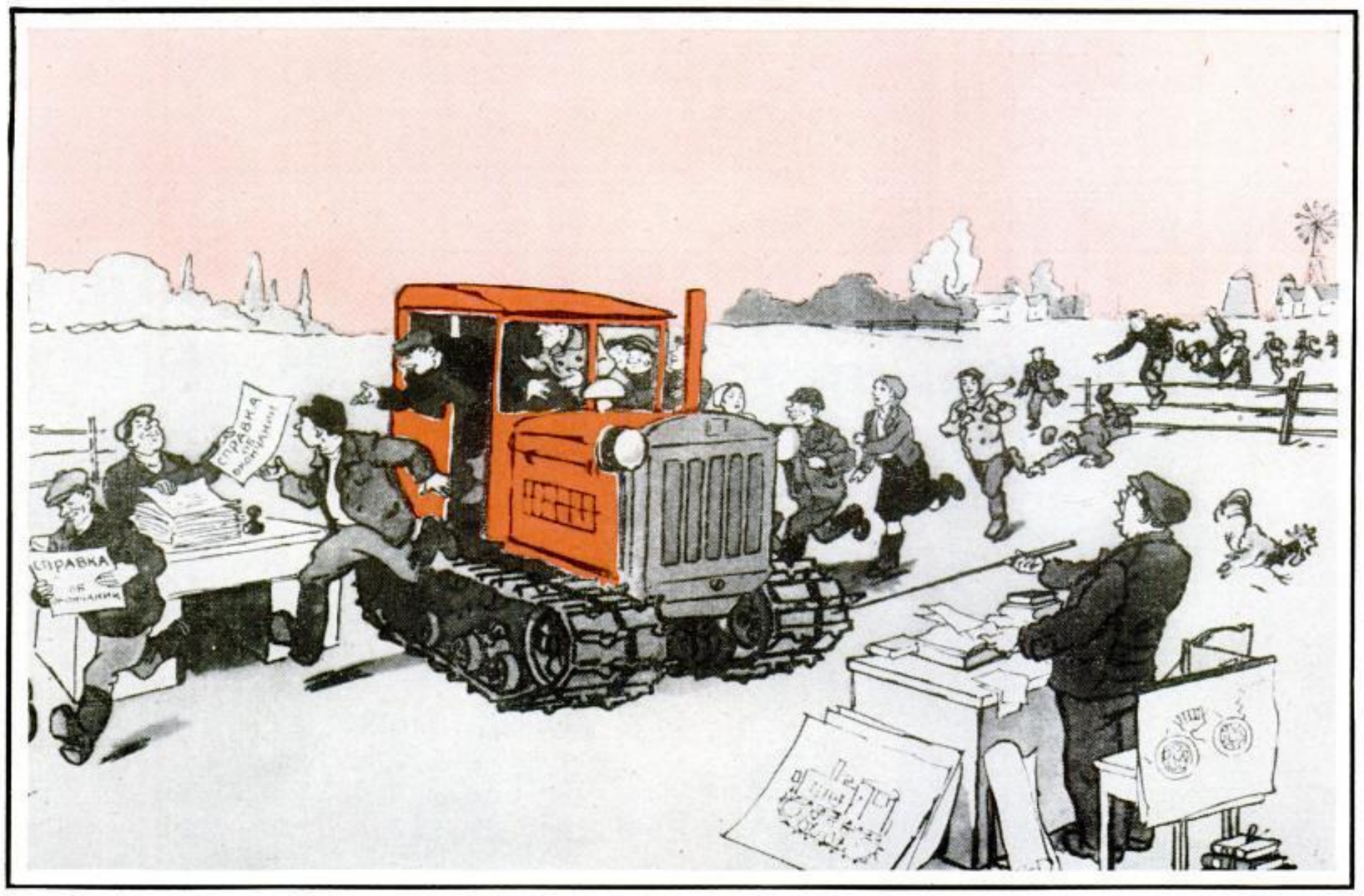
SCOTT PAPER COMPANY.

← **HOLD A NEW SCOTTIE** under a moderately running faucet. They hold water without tearing

"Scotties," Reg. U. S. Pat. Off.

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SOVIET MAGAZINE REFLECTS EASING OF RESTRAINTS SINCE STALIN'S DEATH





SIGNS OF THE "NEW LOOK" in Russia are cartoons from Russian humor magazine *Krokodil*, which illustrate this instalment of LIFE Staff Writer Emmet Hughes's article on his visit to Moscow. *Krokodil*'s editors now feel free to ridicule many kinds of state officials and lampoon national shortcomings. Left:

COLLECTIVE RULE: KREMLIN TAKES

SECOND OF TWO PARTS

I PAID but one visit to the Kremlin. It was to see no exalted official, as I had hoped some thousands of miles away. It was to watch more than 2,000 scrubbed and smiling children in the grand palace dance and clap under a towering Christmas tree (to the Soviets just a fir tree), whose lights and ornaments glittered spectacularly under the massive chandeliers of St. George's Hall.

For the first 10 days of the new year, some 50,000 lucky children of Moscow reveled in this unprecedented treat. A benign blond dancer from the Bolshoi Theater, wrapped in bunny fur, presided over festively costumed jesters and princesses and puppets, all of them gaily waving red "peace" banners. The boys, in neat black suits and red ties, and the girls, in black dresses and white smocks, stared in open-mouthed awe at the 18 great spiral marble columns and at the walls inscribed minutely with the names of honored czarist regiments and warriors. In the 15th Century Granovitaya Hall, where once Peter the Great welcomed foreign ambassadors, the girls danced graceful minuets under venerable frescoes on Biblical themes. And well-rehearsed voices of both boys and girls cheerily caroled the Soviet *Youth Song for Peace:* "We are all for peace, the peoples give their oath. . . ."

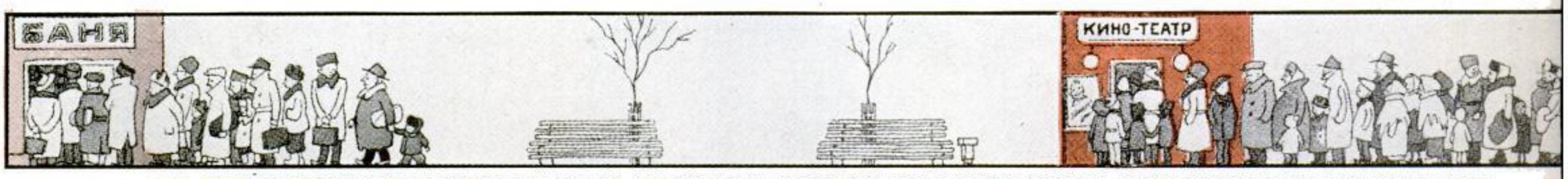
When I left the festivities behind, walking by guards at the Borovitski Gate who did not even bother to check passes, I felt that my visit to the Kremlin had packed all the political drama of a strawberry festival. Yet what I had witnessed—incongruous and without precedent in the memories of Moscow citizens—was a comical token of the slowly shifting manners and ways of the Kremlin.

To see this change in more sensible proportion, one must go back to last Nov. 7 and the celebration of the 36th anniversary of the October Revolution, during which Foreign Minister Molotov played host to hundreds of Communist officials and foreign diplomats. At a large table set for the top Soviet leaders present in the official reception room, Molotov had with him four fellow members of the Presidium: Defense Minister Nikolai Bulganin, First Deputy Premier Lazar Kaganovich, Anastas Mikoyan, Minister of Internal Trade, and Mikhail Pervukhin, Minister of Electric Power Stations and the Electrical Industry. East German Communist Leader Walter Ulbricht was there also. Without preamble, Molotov invited into the party the ambassadors of the U.S., Great Britain, France, China, Burma and Argentina and their wives. The hours-long scene that followed is etched vividly in the memories of all who witnessed it:

With the flowing vodka and champagne, spirits rose and tongues loosened. Bulganin, never noted for moderate drinking, brought the French ambassador near despair with rapid-fire toasts—until Bulganin had to be escorted out. His deputy, Marshal Georgi Zhukov, was summoned to take his seat. Kaganovich, a burly old-guard revolutionary with hands like banana bunches, repeatedly bellowed long, orthodox Bolshevik toasts, to the evident boredom of all his colleagues. One such discourse, hailing the unison of the many nationalities in the Soviet Union (which he enumerated at painful length), finally provoked the waspish Armenian humor of Mikoyan. As the list of toasted republics neared an end, he snapped, "And why forget the Georgians?"

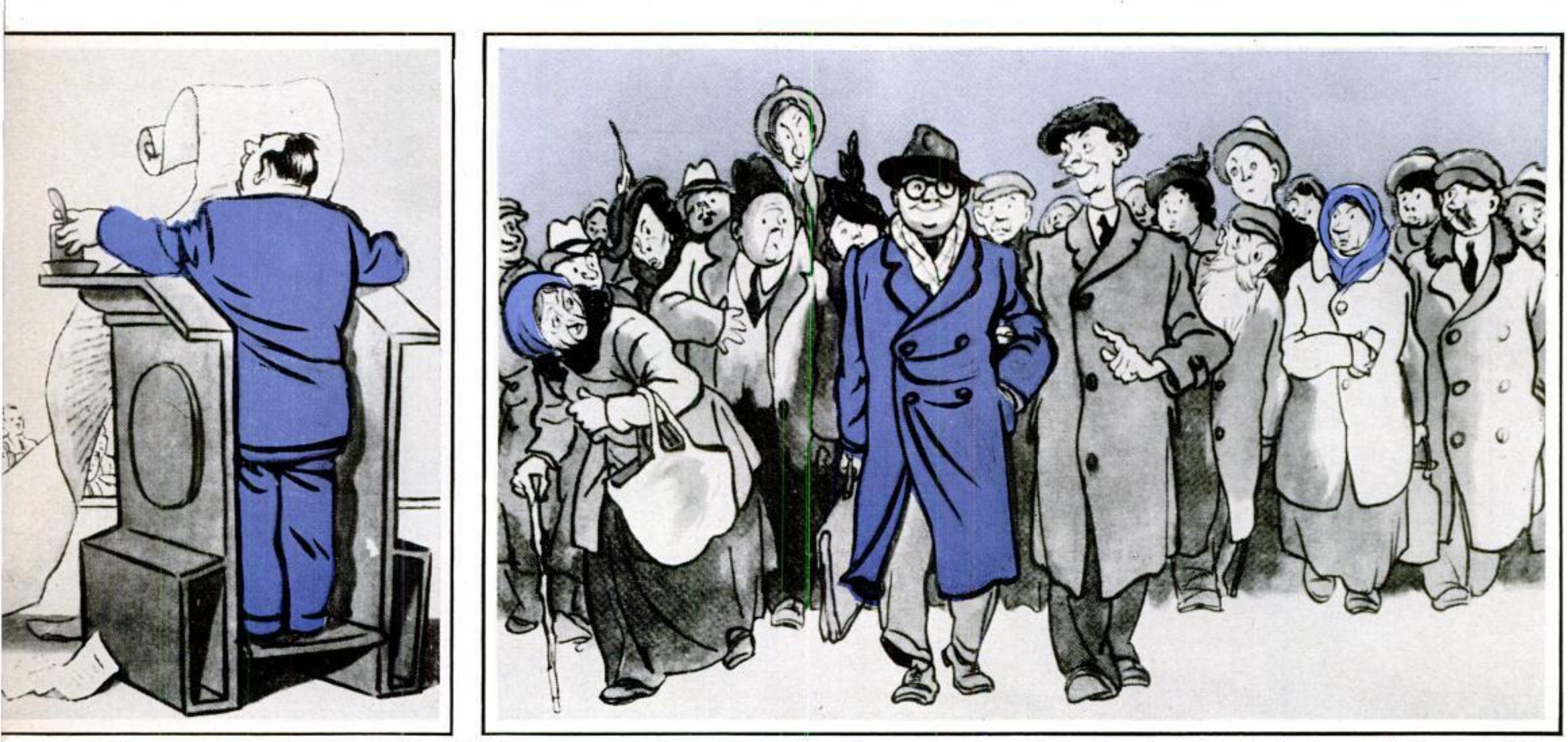
The ghost of Beria spiraled up from every raised glass of vodka.

As the toasts circled the table, the call passed to U.S. Ambassador Bohlen. He alluded briskly to the undefined ideal of "peace," chanted so passionately by Soviet propaganda, and said, "I propose a toast to what alone has meaning: peace—with justice." A few of his hosts swallowed hard. Later, the rotation of toasts reached Bohlen again and he returned sharply to his theme for the evening: "We seem to have so much trouble agreeing on the definition of peace that



"KROKODIL" SHOWS DILEMMA OF MUSCOVITE TRYING TO FIND AN AFTERNOON'S RELAXATION FOR HIMSELF AND SON. AT THE "BATH" (LIKE A TURKISH BATH)

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training for tractor operators consists of having novices step in and out of machine, then receiving proficiency certificates. Center: long-winded bureaucrat harangues as fast as hack writer (in prompter's box) can scribble speech. Right: consumer-goods shortage is so severe that an owner of eyeglasses is a rarity.

BIG GAMBLE

Sharing a dictatorship, Malenkov & Co. placate the consumers, soften Russia's voice; but their foreign goal remains the same

by EMMET JOHN HUGHES

I must suggest it has a simple meaning to me—the resolve never to cross a border bearing arms. Let us drink—against the makers of such aggression." A soft silence preceded the drinks.

As the peppered vodka flowed faster, the barbs exchanged among the Soviet officials, murmured aside or aloud, almost monopolized the conversation. Replying to a toast by Mikoyan, Bohlen mentioned having read a recent speech of the Minister of Internal Trade. When Mikoyan professed delighted surprise that his speech had commanded such attention, Molotov growled, "You should be surprised—your speeches are not often read."

Mikoyan's chance came a few moments later. Having toasted all the foreign ladies present, Mikoyan came to his climax: "I propose we drink to that great woman without whom her husband could scarcely have achieved such eminence, his devoted companion, his helper ever by his side—Madame Molotov." The irony could not have been more biting: Madame Molotov, having been ousted from two high offices for general incompetence, has rarely even been seen in Moscow the last couple of years.

Molotov brought upon himself the most pained moment of the evening. Idle chatter about the day's parade carried him into remarks to the effect that parades were the perfect occupation for armies. With heavy-handed humor, he shortly found himself clumsily jibing at Zhukov with suggestions that such fancy-dress affairs were the supreme function of armies. Whether or not it was precisely this that nettled Zhukov, his toast, when he rose, was spoken with crisp dignity: "I should like merely to repeat the best toast made this evening—the toast of the American ambassador, to peace and to justice." After an instant's pained silence, Zhukov's comrades hooted that repeating a previous toast was not admissible. Softly he said, "Very well then. I drink simply to justice." From the man who had just returned to high office from years of exile from Moscow imposed by Stalin, it was a wry and bitter toast. Lively chatter revived—but the evening was not quite the same after this.

The curious gathering had one meaning greater than the faint light it shed upon personal relations among the Kremlin leaders. The mere occurrence of such an event, with Western diplomats participating, would have been preposterously unthinkable one year ago. The banter and mockery were exchanged among men almost impudently savoring a sense of freedom from old constraint.

Stalin's public autopsy

ALMOST a year has now passed since the death of Josef Stalin. It has not been a year throwing brilliant light into all the dark recesses of Soviet policy and purpose. But it has made fairly clear the meaning of the end of "pure" Stalinism and the tide of events that followed.

The day after Stalin's death some of the Western press reported that citizens of Moscow were seen crying openly in the streets. It was never clearly explained that a bitter cold wave in Moscow also brought tears to the eyes of Western diplomats who felt no unbearable personal loss.

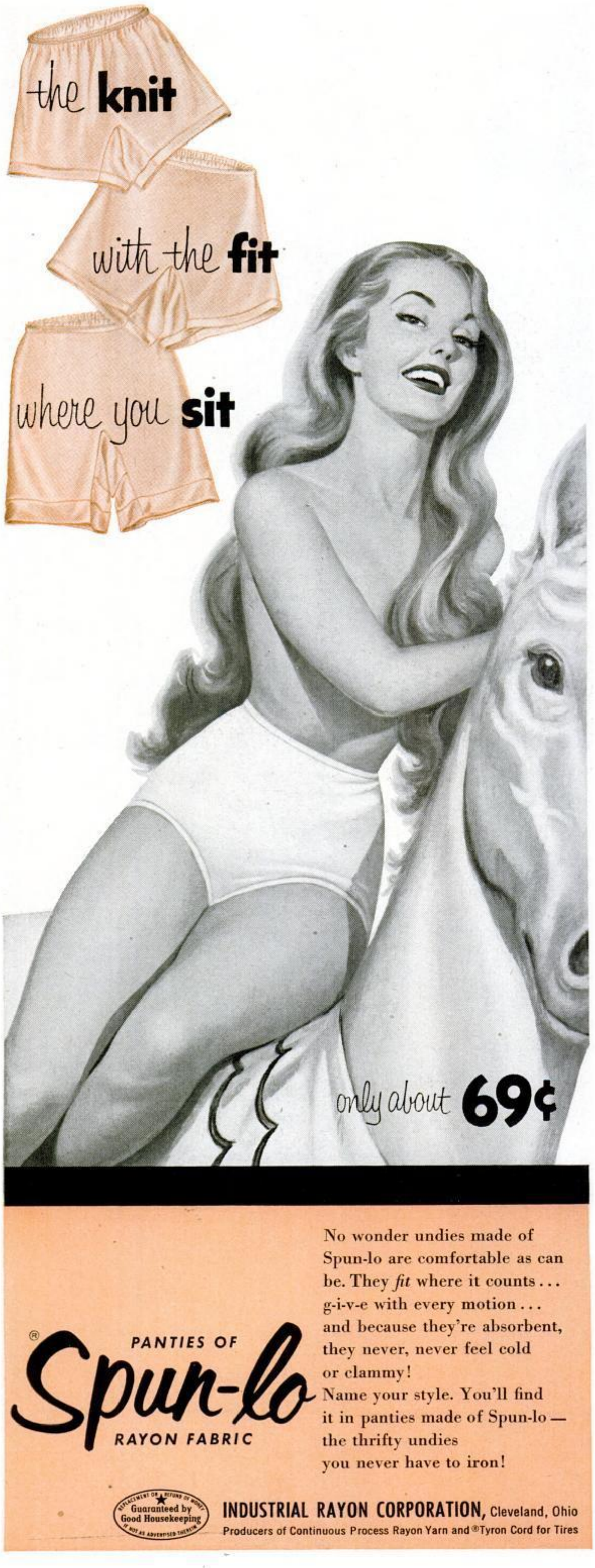
Be that as it may, no one has suggested that Stalin's successors have since been seen to mourn—or even conspicuously to revere—their late leader. When Malenkov addressed the Supreme Soviet last August, the name of Stalin was mentioned only casually. When the Communist party issued a new "history" of the Bolshevik movement upon its 50th anniversary last summer, not a single one of Stalin's

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A LINE HAS FORMED (LEFT) SO HE TRIES A MOVIE THEATER, AND FINDS AN EVEN LONGER LINE. AT THE SKATING RINK (RIGHT) THE LINE IS WORST OF ALL

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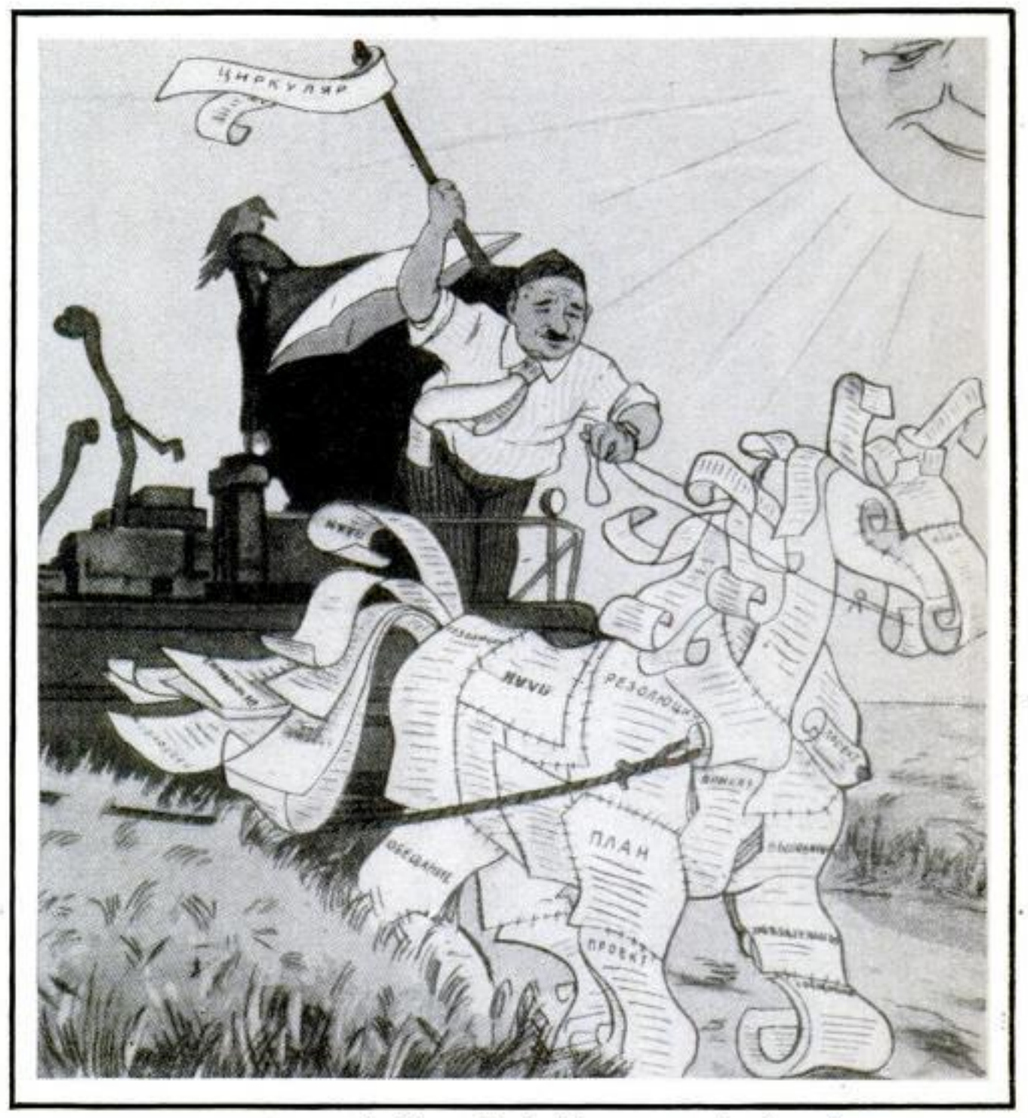


No wonder undies made of Spun-lo are comfortable as can be. They *fit* where it counts . . . g-i-v-e with every motion . . . and because they're absorbent, they never, never feel cold or clammy!
Name your style. You'll find it in panties made of Spun-lo — the thrifty undies you never have to iron!

PANTIES OF ® Spun-lo RAYON FABRIC

Guaranteed by Good Housekeeping

INDUSTRIAL RAYON CORPORATION, Cleveland, Ohio
Producers of Continuous Process Rayon Yarn and ®Tyron Cord for Tires



BUREAUCRACY is attacked by a *Krokodil* cartoon of a form-happy-government official driving a paper horse—made up of a tangle of "plans," "resolutions," "projects" and "promises." Even his whip is only another "circular."

EMMET HUGHES CONTINUED

writings was mentioned. His first birthday since his death was never noted by the Soviet press. And, more eloquent and important than all else, the candid confessions by Malenkov and Khrushchev of the Soviet economy's grievous weaknesses add up to a kind of crude public autopsy on Stalinism itself. There is little more, short of outright disparagement, that could be done to shrink the stature of a tyrant so recently laid in so elegant a tomb.

Such brisk treatment would not have been accorded to a leader who, in the judgment of his successors, lived on as first in the hearts of his countrymen. On the contrary, they must have considered that he had been closely associated with precisely those matters that most troubled his people. What were they? These matters were plainly identified by the first decisions of his successors. The decisions, taken in the weeks immediately following his death, were three: 1) to end the fighting in Korea; 2) to release the prominent doctors who had only a few weeks before been arrested by the MVD for allegedly tampering with the lives of high Soviet officials; and 3) to face the facts of economic life within the Soviet Union. And these decisions exposed the three deepest fears of the Russian people: 1) immediate war; 2) limitless secret-police power; and 3) economic misery.

These facts, seen in the helpful light of after-the-event, suggest the frailty of one myth long accepted outside the Soviet Union. This was the fanciful view of Josef Stalin as a canny, almost conservative Georgian surrounded by a gang of doctrinaire "wild men" whose fanaticism and irresponsibility even he could scarcely restrain. The truth of the matter was simply summed up to me by one West European ambassador in Moscow acquainted with Soviet affairs for more than 15 years: "Wild men, these? I doubt if there are three calmer men in Russia than Malenkov, Khrushchev and Molotov." It is not hard to imagine the reactions of such realistic men to the major events of Stalin's senility: the rash Korean venture perfectly designed to speed the West's rearming and, at home, the pitiless pressure for industrialization at any human cost.

The three choices

BUT the heirs of Stalin had to face one choice before all others, one decision "by which all others would be governed": the very form of their government. Their dilemma can scarcely be exaggerated. There were but three alternatives from which to choose. The first was to engage in a bloody personal struggle for power—which might swiftly destroy everything around them. The second was to surrender to one man the limitless personal power of

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A Star is Made, not Born

Jack Kramer's tennis career was started when he was six years old—by his father who believed that "stars are made, not born." Years of practice made Kramer the world's professional tennis champion. Nature cannot make a great star nor a great motor oil like *Advanced Custom-Made Havoline.*

Jack Kramer is a member of the Wilson Advisory Staff of Champions.

...and the Best motor oil is Made, not Born

Wear-proofs your engine for the life of your car



THE TEXAS COMPANY

Keeping wear out of today's high-speed engines proved too big a job for the best oil nature could produce.

A better motor oil had to be built. And Texaco engineers built it. The formula: crude oil, superior refining methods, PLUS an exclusive formula of Balanced Additives.

Result: Advanced Custom-Made Havoline, a motor oil so much tougher, so advanced in lubricating ability that it actually *wear-proofs your engine for the life of your car.*

You get and keep new-engine liveliness, more power, more gasoline mileage because the motor stays clean, free from harmful carbon, varnish, sludge and corrosion.

Get *Advanced Custom-Made Havoline* from your Texaco Dealer, *the best friend your car has ever had.*

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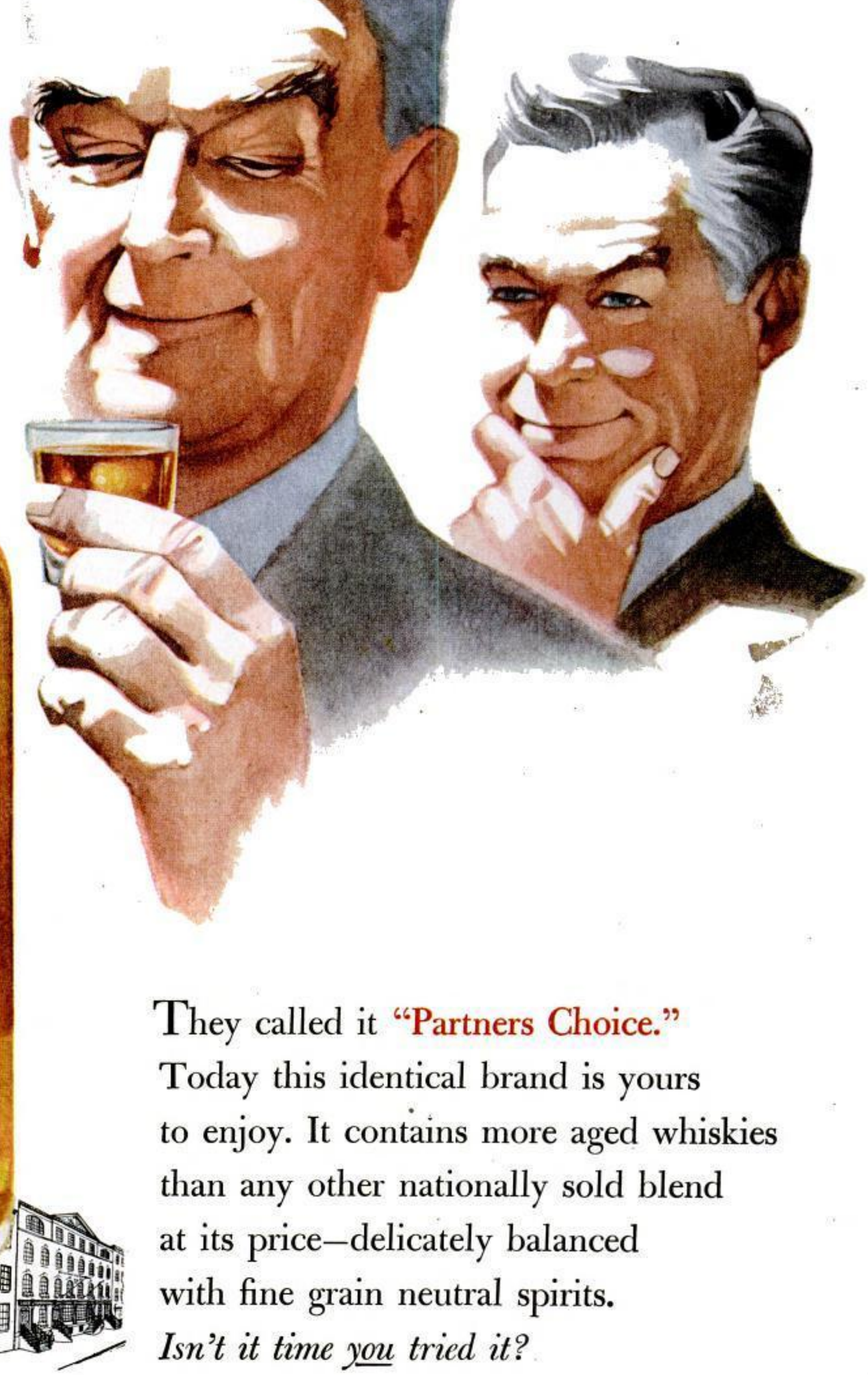
TUNE IN: METROPOLITAN OPERA radio broadcasts every Saturday afternoon. See newspaper for time and station.

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The partners of Bellows & Company had 53 whiskies to choose from . . .

***This** is the one they chose for themselves*



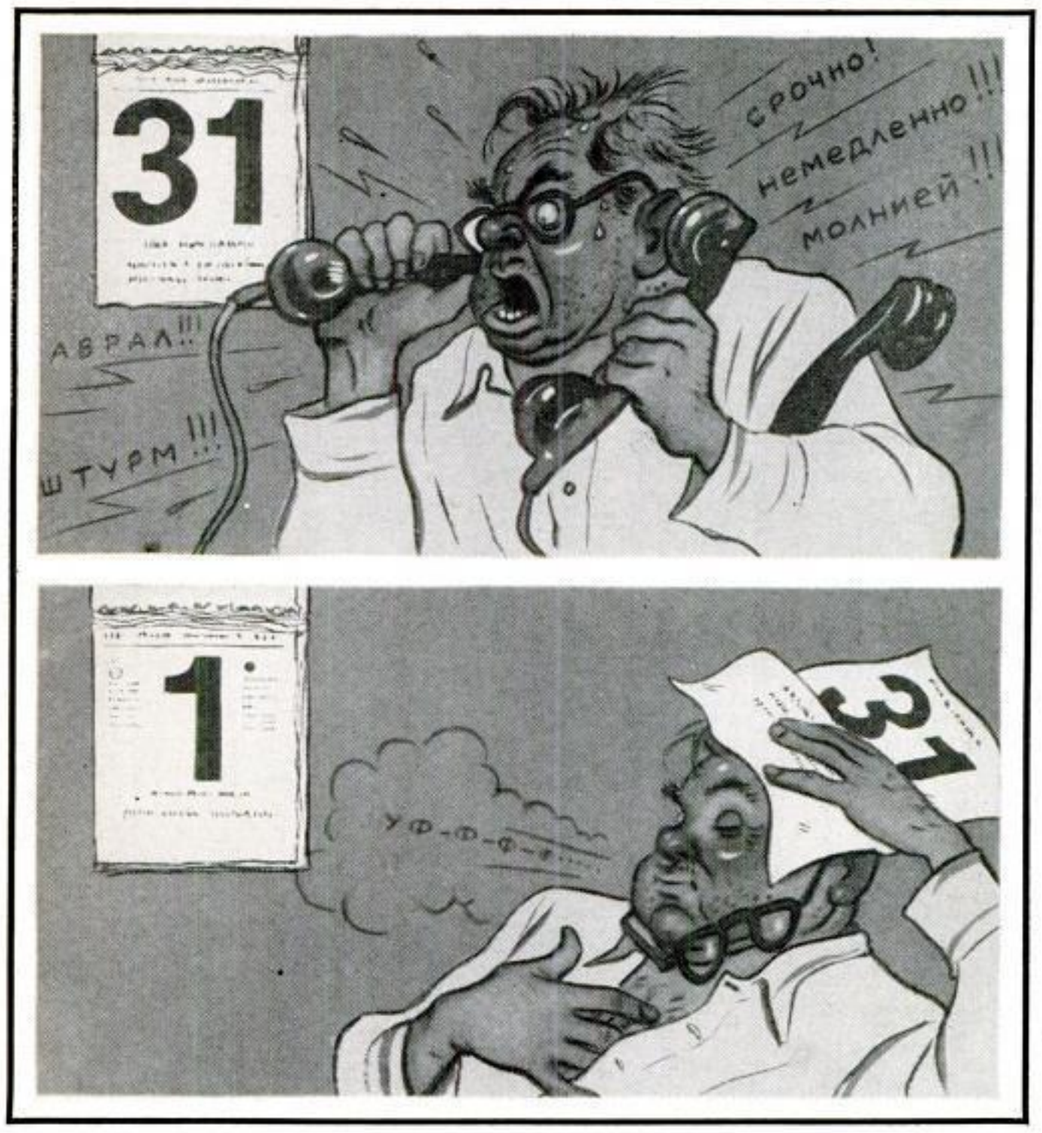


They called it "Partners Choice."
Today this identical brand is yours to enjoy. It contains more aged whiskies than any other nationally sold blend at its price—delicately balanced with fine grain neutral spirits.
Isn't it time you tried it?

BELLOWS PARTNERS CHOICE

BELLOWS & COMPANY, BALTIMORE, MARYLAND • 40% STRAIGHT WHISKIES, 4 YEARS OR MORE OLD • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF

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PRODUCTION QUOTAS, long a Soviet sacred cow, are spoofed in *Krokodil.* Factory boss screams in frenzy ("URGENT!" "PRIORITY!" "CRISIS!") the last day of every month (*top*), then recovers the first days of the next.

EMMET HUGHES CONTINUED

Stalin grounded on the MVD—which meant to place the lives of all at the mercy of one, or, at dreary best, to perpetuate the choking tyranny of Stalinism. The third was to attempt to share power —which meant sharply breaking with the whole experience of the revolution and putting to fateful test the axiom of Engels: "Conspiratorial methods . . . require a dictatorship to be successful."

They picked the third alternative as the only road that did not lead backwards. They separated the offices of party secretary and president of the council. They entered some kind of understanding that the personal trappings of Stalinist absolutism would be banned (in which spirit all mention even of Malenkov's birthday last Jan. 8 was banned from the Soviet press). And they set to work (as one Western diplomat put it) "to clean up some of the dirty mess that Uncle Joe had left."

As the world learned to its surprise and Lavrenti Beria to his immense sorrow, however, all was not in smooth working order for some months. Precisely what chain of events late last June summoned army tanks into the center of Moscow and Beria to the cellar of Lubyanka is, of course, beyond the knowledge of all but a handful of men rarely voluble about such affairs.

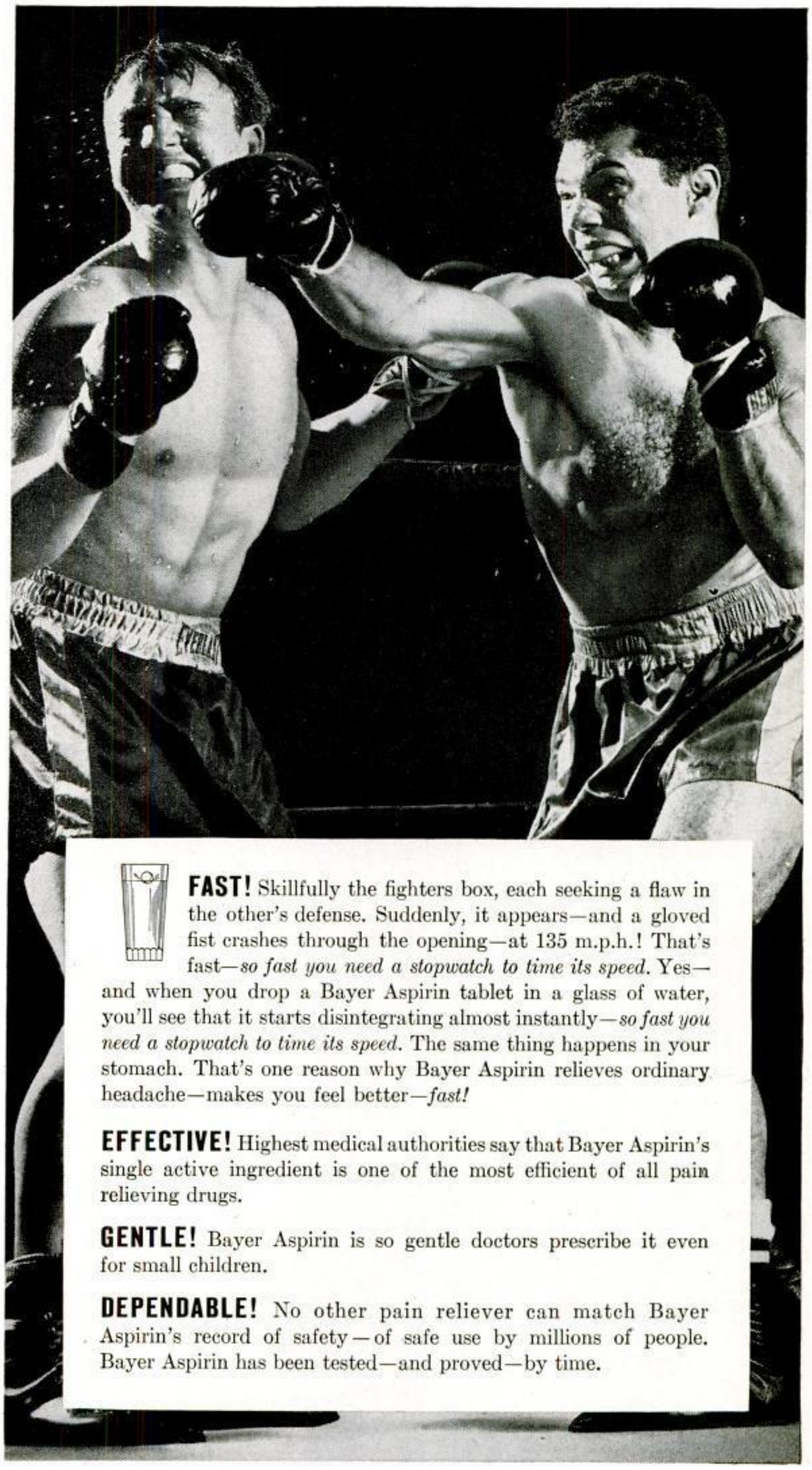
Yet it is not necessary to presume some gory and thrilling personal vendetta as the cause of Beria's fate. The desirability of his removal followed logically, probably inevitably, from the new political arrangements. The MVD was the identifying mark and the indispensable support of such a personal tyranny as Stalin's. Its limitless, rapacious powers had been conferred to fill precisely that one kind of role and its great corollary: to help exact the sacrifices necessary for the fierce pace of industrialization. The marks of the new scheme spelled a perfect "reversal" of these conditions. In the economy, if the mammoth burden of industrialization was not to be directly eased, at least those bearing it were to be promised more decent material rewards. In the government itself, the police power of Beria, no longer anchored to a dictator, was worse than an anachronism. It was a darkly drifting threat to the whole precarious balance of power. Such were what the Kremlin leaders would call "the objective realities." They faced those realities in the only way known to them.

The news of these events inspired in the West two theories which, by repetition, won certain fashion. The first speculated that Beria had been less anti-Western than his colleagues, more alert to world affairs, more tractable on foreign policy. The refusal of America to assume a "softer" policy had undercut his position, hence his removal signified a victory of the "war faction" in Moscow.

It has never been clear what threads of fact could be woven

CONTINUED ON NEXT PAGE

So Fast You Need A Stopwatch To Time Its Speed!



FAST! Skillfully the fighters box, each seeking a flaw in the other's defense. Suddenly, it appears—and a gloved fist crashes through the opening—at 135 m.p.h.! That's fast—*so fast you need a stopwatch to time its speed.* Yes—and when you drop a Bayer Aspirin tablet in a glass of water, you'll see that it starts disintegrating almost instantly—*so fast you need a stopwatch to time its speed.* The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves ordinary headache—makes you feel better—*fast!*

EFFECTIVE! Highest medical authorities say that Bayer Aspirin's single active ingredient is one of the most efficient of all pain relieving drugs.

GENTLE! Bayer Aspirin is so gentle doctors prescribe it even for small children.

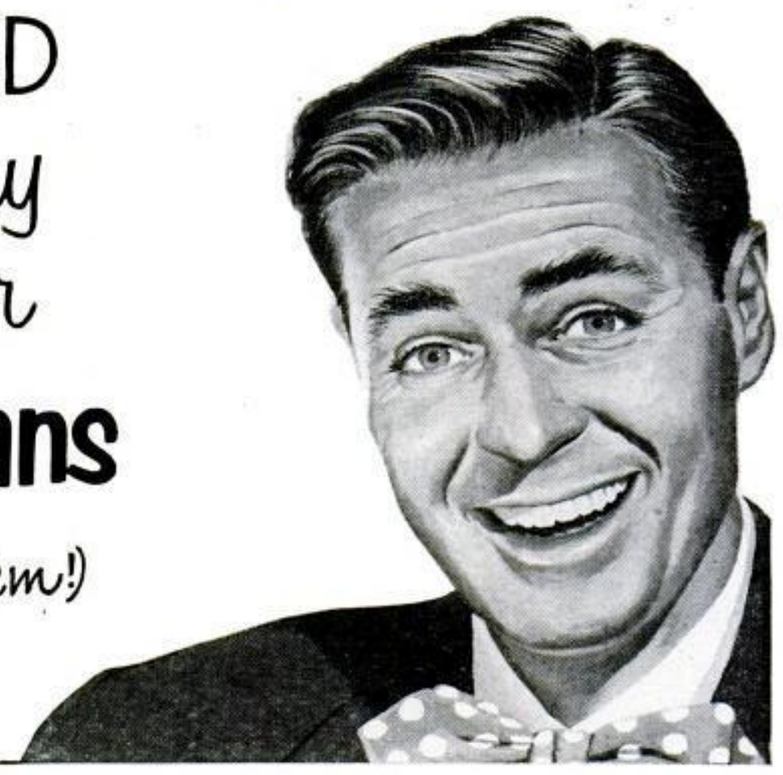
DEPENDABLE! No other pain reliever can match Bayer Aspirin's record of safety—of safe use by millions of people. Bayer Aspirin has been tested—and proved—by time.

GET THE BEST—
GET BAYER ASPIRIN

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They figured they had me STUMPED when they asked for **Manhattans**

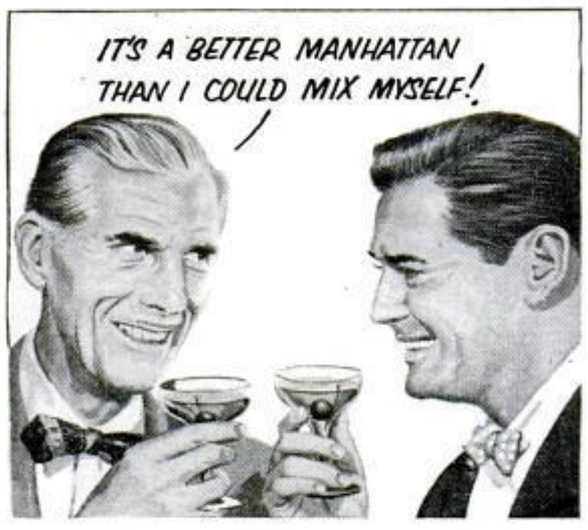
(but I showed 'em!)



STIR . . . SERVE . . . A HIT !

Just stir Heublein's Ready-to-Serve Cocktails (with ice)...in a cocktail shaker or pitcher—and pour into cocktail glasses! No measuring! No muss. No fuss.





NOW, PERFECT COCKTAILS EVERY TIME IN JUST 14 SECONDS !

(even though you never made one in your life before)

Even though you never "tried your hand" at cocktails, you can be a "cocktail wizard." Yes—you can now serve the most delicious cocktails you ever tasted—*and any popular kind you desire*—without trouble or bother...in almost less time than it takes you to read about it!

Heublein's (pronounced Hugh Bline's) Ready-to-Serve Cocktails are blended with real "pro" skill. No guesswork! Only finest liquors used. Get several bottles...at any liquor or state store. Serve praise-winning cocktails every time! G. F. Heublein & Bro., Inc., Hartford 1, Conn.



To make it a Party

Wrap fillets of smoked salmon around green pickles—fasten with toothpicks. Stick on round or wedge of stilton, cheddar or any desired cheese. Arrange on plate with crackers. Also serve this "TURKEY PASTE" spread on toast squares: Grind 1 cup cold turkey (or chicken) with ½ seeded green pepper; mix with 1 chopped hard-cooked egg, 1 tbsp. chopped parsley, 2 tsp. salt, enough mayonnaise to make a stiff paste.

HEUBLEIN'S

Ready-to-serve

COCKTAILS

9 KINDS!.....EXTRA DRY MARTINI (75 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), MANHATTAN (65 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof).

into this theory. There is nothing whatsoever in the known record of Beria's public life to cast him in such a benign role. Not a single Western diplomat I met in Moscow knows the slightest evidence to confirm it.

A second theory, enlivened by the report that a Soviet army marshal presided at the "trial" of Beria, has hopefully speculated that the apparent checking of the powers of the MVD was paralleled by the swift ascent in political power of the Soviet army. From this has followed the yet more sanguine speculation that the army may be looked to as a kind of independent force to impose sensible restraint upon party and government leaders. For several reasons this seems at best wishful oversimplification. The assignment of an army marshal to preside over Beria's judicial funeral seems less a sign of the military's assertiveness than an understandable desire of the "coalition" to remind the people generally and the MVD particularly that the weight of the army stands behind the new order. The Communist party's infiltration and control of the army, certainly at least since the great purge of the late '30s, have been confident and unchallenged. And finally it is worth recalling that Russian history is barren of any tradition of boldly independent political action by the army: Russia has never given birth to a Bonaparte.

The pattern follows the design

THE Beria affair aside, the months of "collective rule" have seen other seeming digressions and contradictions, such as the initial refusal and then agreement to join in the foreign ministers' meeting which began Jan. 25. But the final pattern of decisions, on both domestic and foreign affairs, quite faithfully follows the design from the outset. The facts speak for themselves.

▸ In foreign relations: Severed diplomatic relations were resumed with Greece, Yugoslavia and Israel. Frivolous Stalinist claims upon Turkey were renounced and quiet diplomatic talks on outstanding disagreements were undertaken with Iran. Talks on atomic energy have been resumed, even though under much needling, after years of silence in this area. Some Soviet wives of foreign citizens were finally permitted to leave the country. The law prohibiting marriage to foreigners was rescinded.

▸ In the economy: The deliberate, dramatic shift of attention from industrialization to consumer-goods production—however much it all yet lies in the realm of promise—committed the government to a new course. Public speeches, hundreds of decrees, a drumbeat press campaign have left nothing undone to excite the expectations of the whole Russian people. Beyond the promises have come a few concrete actions: raised prices and lowered quotas for the peasant, a 50% cut in the demands made on all workers for the "voluntary" state loan. The new rulers have identified themselves with the new program as personally as possible. Men like Mikoyan and Khrushchev and Malenkov himself have appeared at party meetings during the last month in the local *raions* near Moscow to carry promise and exhortation directly to the people.

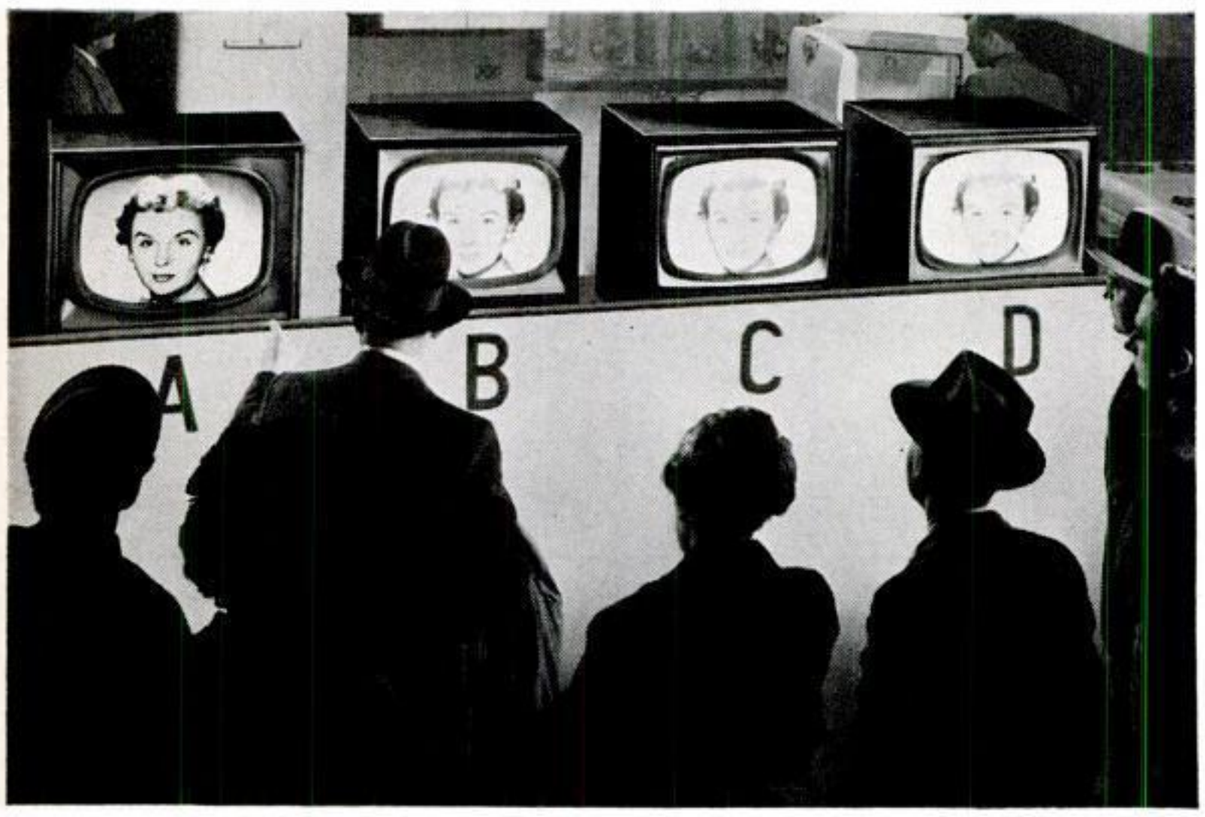
▸ In politics: The "collective leadership" under whose banner the Stalin-Beria political machine was effectively broken has been translated by all organs of Soviet propaganda into a promise of orderly government and legal procedures. As early as a month after Stalin's death *Pravda* was delivering editorial sermons on "the inviolable rights of Soviet citizens," was excoriating leaders who "conduct themselves as if they alone knew everything." In January, State Prosecutor Roman Rudenko brought the year's campaign to a climax with the declaration: "The Central Committee of the Party and the Soviet government have adopted a number of measures assuring unremitting and systematic control . . . over activities and branches of the Soviet apparatus including organs of the MVD." An amnesty in March was designed to give some weight to all such assertions, and, while its true extent is beyond knowing, reports of returning PWs suggest that sizable numbers were released. It is easy and necessary to note the essential superficiality of all such gestures. But it is also worth noting that such gestures and language have been unknown in the Soviet Union since the end of the great purge in 1938.

▸ In cultural affairs: Hints of mended ways are not missing here. In music, Composer Aram Khachaturian, recanting his recanting of six years ago, has now dared to declare that "a creative problem cannot be solved by bureaucratic means. . . . Let the artist be trusted more fully." In literature Ilya Ehrenburg, still nimble after so many years of tortuous zigzagging along the ideological line, has publicly opined that great books are not produced by government fiat. In the Pushkin Museum, whose cellar was lately filled with French Impressionist paintings declared heretical under

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108,792 SHOPPERS TEST TV FOR CLEAREST PICTURE



G-E Voted Best 7 to 1 Nationwide

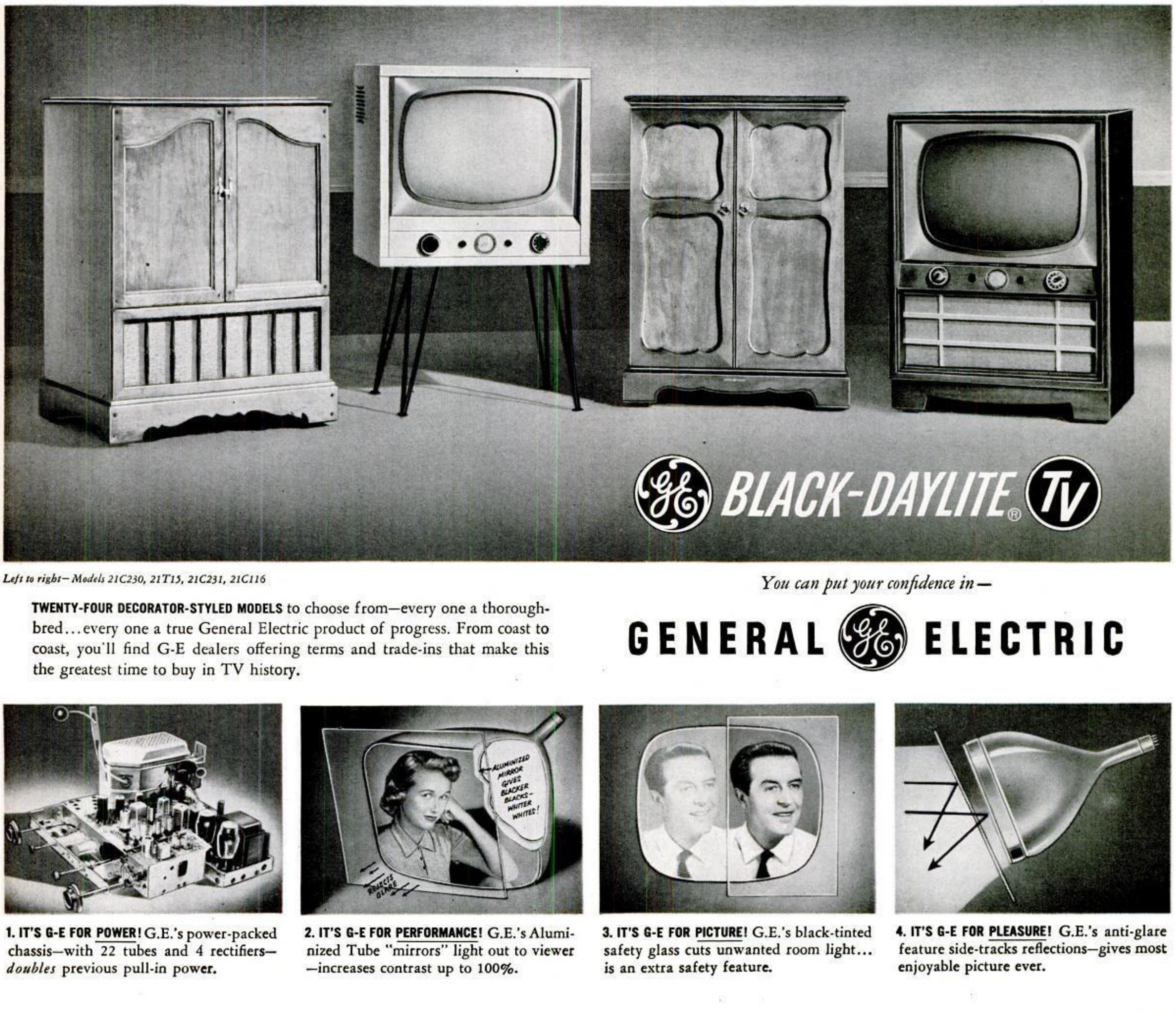
ALL ACROSS THE COUNTRY—in small towns, in big cities—108,792 shoppers compared leading makes of big-screen TV in action, side-by-side. Each set was tuned to its peak performance—set names were masked. Here's America's verdict: *G-E voted best picture 7 to 1—nationwide!*

BEST FOR UHF AND VHF—wherever *you* live, G-E television is easiest to watch. And every G-E set *already* receives color programs in big-screen black-and-white...without converters or attachments of any kind.

BEST FOR YOUR BUDGET TOO—you'll never match values like G.E.'s. Actually the difference in price between a G-E and "bargain" TV is less than the cost of a pair of eye-glasses. And—no matter how *much* you pay it's impossible to buy finer quality and better performance than G-E.

General Electric Comedy Theatre presents RAY MILLAND in "Meet Mr. McNutley" TV & Radio, CBS networks—weekly

General Electric Company, Radio & TV Dept., Syracuse, New York



Left to right—Models 21C230, 21T15, 21C231, 21C116

TWENTY-FOUR DECORATOR-STYLED MODELS to choose from—every one a thoroughbred...every one a true General Electric product of progress. From coast to coast, you'll find G-E dealers offering terms and trade-ins that make this the greatest time to buy in TV history.

You can put your confidence in—

GENERAL ELECTRIC

1. IT'S G-E FOR POWER! G.E.'s power-packed chassis—with 22 tubes and 4 rectifiers—*doubles* previous pull-in power.

2. IT'S G-E FOR PERFORMANCE! G.E.'s Aluminized Tube "mirrors" light out to viewer—increases contrast up to 100%.

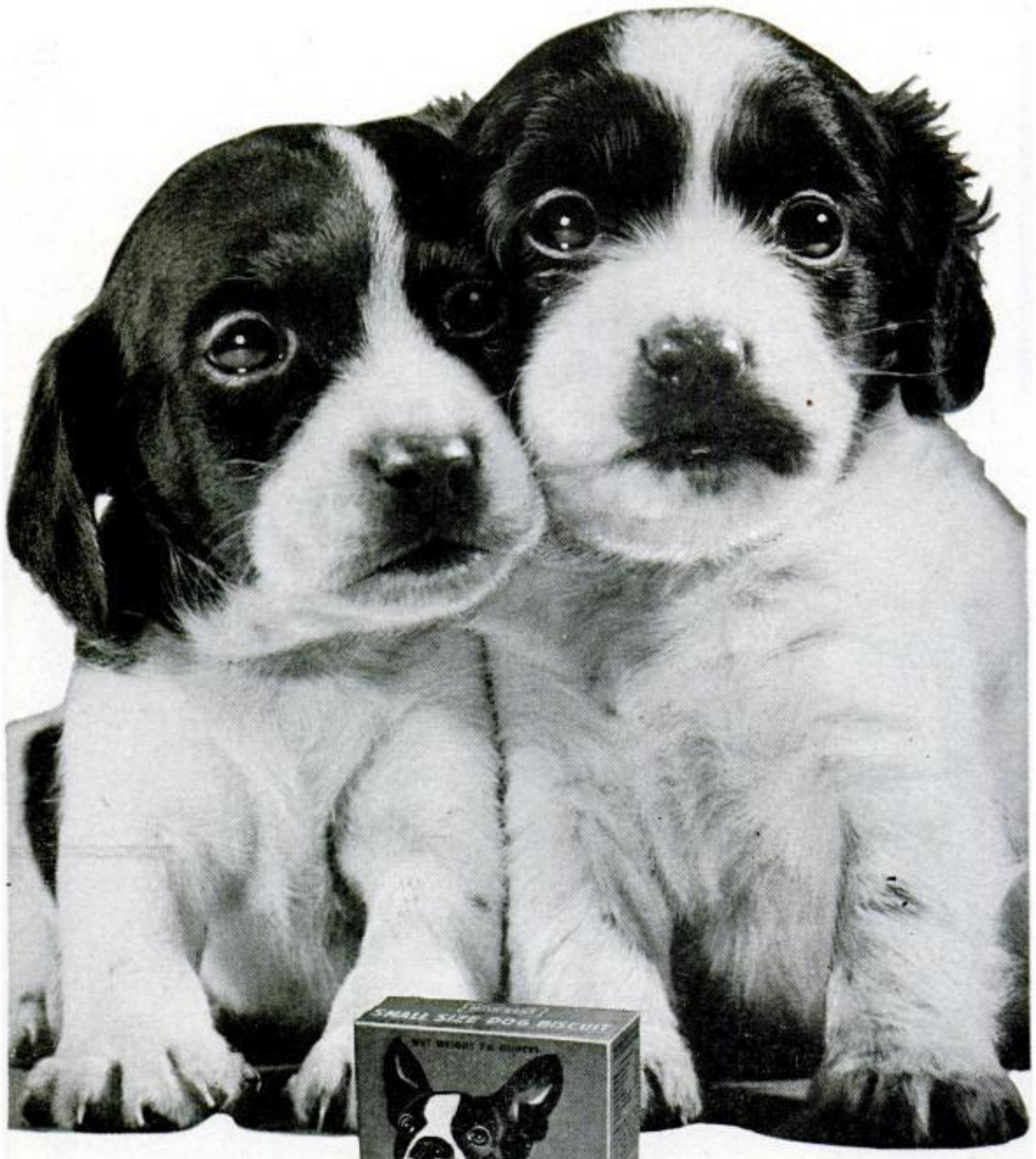
3. IT'S G-E FOR PICTURE! G.E.'s black-tinted safety glass cuts unwanted room light... is an extra safety feature.

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DOG BISCUITS



MORE FAT

—to help make their skin healthy . . . coats luxuriant!

MORE PROTEIN

—to help build bone and muscle . . . keep them peppy!

These healthy, happy pups will be brought up to chew their MILK-BONE Dog Biscuits every day. They couldn't get a finer food!

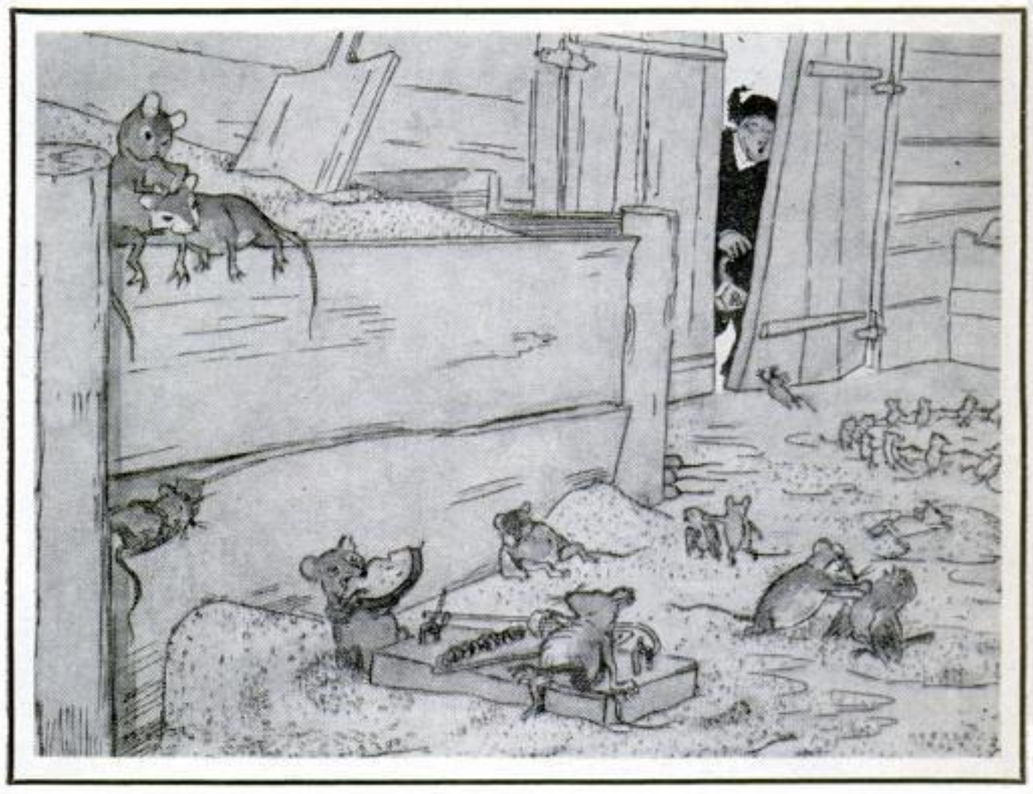
Every nutrient dogs are known to need goes into these perfectly balanced biscuits. Now—with an increase of FAT and PROTEIN, you can look for an even more luxuriant coat on your dog—healthier, non-itchy skin—and plenty of pep!

In addition—hard, crunchy MILK-BONE Dog Biscuits supply vital chewing exercise—an important "must" to help keep teeth and gums in good shape.

Whatever your dog eats, HE NEEDS MILK-BONE Dog Biscuits, too!

MILK-BONE products contain nutrients your dog needs: Vitamins A, B_1, B_2, D and E . . . Meat Meal . . . Milk . . . Fish Liver Oil . . . Wheat Germ . . . Whole Wheat Flour . . . Minerals.

NATIONAL BISCUIT COMPANY



COLLECTIVE FARMS evoke caustic comment on wasteful management. Visitor: "But where is the farm manager?" Worker: "He's afraid of mice."

EMMET HUGHES CONTINUED

Stalinism, one can once again see the warming colors of Renoir, Degas, Manet. In theater, *Soviet Culture* in its December issue deplored the small number of presentations in recent years of *Hamlet*, *Macbeth* and *King Lear*, and urged Soviet theaters to present more and more of Molière and Ibsen, Schiller and Shaw.

In this spirit, there is now showing in central Moscow a not very witty but pointed satiric play, *Where Is That Street? Where Is That House?* Its jibes hit irreverently at a series of some of the more nonsensical shibboleths of the Soviet society. The despairing lover groans at length, threatens to commit suicide, then catches his own ideological lapse: "Oh, I forgot. I can't—I'm a member of a trade union." The impassioned lover climaxes his fervent protestations with: "It will be so forever and always, and I promise never to interfere with your meeting your production norms." In the memory of Western veterans on the Moscow scene, the sustained mockery of this play has never before been seen on the Soviet stage.

From theater satire to farm-procurement prices, from the promises of fresh vegetables to thumping propaganda for the peace campaign, from the Korean truce to pious protestations of legal justice—the clarity of the pattern seems plain. The dictates of political prudence and economic reform are one and the same. A regime united in its own practical dread of one-man rule cannot let the special weapons of such rule, the secret police, run amuck. A regime embarking on a perilous political experiment without precedent, compelled by its own decision to shun the pomp and pretense and concentrated power of one-man rule, is also compelled to speak a more realistic economic language to its people.

A bourgeois pressure

OTHER pressures too are felt. Greatest among them comes from a "Bolshevik bourgeoisie," a vast army of prosperous bureaucrats, industrial chieftains, highly paid technicians, pampered artists and intellectuals. These are enjoying something like pre-1914 middle-class advantages. They are all flexing their official muscles more freely since the death of Stalin and hunger for a few of the ornaments of life so long erased from the Soviet scene. The massive weight of their wishes cannot fail to exact from the new regime goods and comforts more exciting than orange-colored rayon lampshades. No ideological compunction inhibits their rejoicing in the state's repeated recourse to "material incentives" to fire the whole economy. They cannot but be glad to see, as they have been seeing on the food counters of their stores, goods appear in individual wrappers that identify their favorite producers—an astonishing insinuation of almost "brand" merchandising under the names of competing socialistic factories.

All these are but shadowy outlines of a slowly stirring social process that might provoke the sanguine Western observer to wonder: may not these Marxists ultimately be their own gravediggers? An answer requires prophecy, and it is well known that prophecy in Soviet affairs is the peculiar profession of the fool or the charlatan. Awareness of this, however, compels no one to ignore clear facts or abhor logical inference.

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2

3



4

Siboney

broadloom carpet by Bigelow has more lives than a kitten!

You'll agree that Bigelow Siboney carpet has nine times nine lives when you see how beautifully it wears.

For Siboney is a Bigelow Wilton. That means it's woven with an extra-abundance of choice, all-wool yarns to make it extra-durable.

You'll love the Siboney colors and the wonderfully textured pattern. It's so luxurious, so right for your modern or traditional home. And you'll be delighted to see how Siboney resists soil, foot and scuff marks.

Let your Bigelow retailer show you Siboney today. Look at it . . . walk on it . . . discover why Bigelow Siboney is by far the best carpet value in its price range.

Get your free copy of *Carpets—Their Selection and Care* at your Bigelow retailer's. Or send name, address and 10¢ to Home Service Bureau, 140 Madison Ave., New York 16, N. Y.



See Siboney at your Bigelow retailer's. Discover how little it costs to carpet a room or your entire home. Budget terms available.

1 Beige—shuns foot marks and soil . . . despite its light color.

2 Grey—a wonderfully neutral shade.

3 Spring Green—for modern or traditional décor.

4 Cinnamon—as practical as it's beautiful.

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Only rice
of its kind—

just add to
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No draining! No steaming!

What a wonderful change! *These* days, to make rice that's snowy, fluffy and tender, here's all you do—just add pre-cooked Minute Rice to boiling water! No boiling over, no watching, no sticky pans—and never a fear of failure! Minute Rice is foolproof—and so thrifty, too. Look for the big economy package!

Product of General Foods

Mighty Good . . . And Oh, So Easy!

MINUTE RICE WITH ROAST BEEF

This man-pampering meal won't keep *you* cooped in the kitchen. Pop the roast in the oven, then just before dinner, fix the easy-going Minute Rice. For 4, simply add 1⅓ cups Minute Rice and ½ teaspoon salt to 1½ cups boiling water. Cover; remove from heat; let stand 13 minutes. Every grain swells up plump and separate—perfect rice for *certain!*

With delicious Minute Rice so easy to fix, you'll want to serve it often—in soups, main dishes, desserts. Marvelous made-in-minutes recipes on every Minute Rice package—just try 'em!

The evidence suffices to sketch partial answers to some of the ruling questions in the minds of Western peoples.

Is the Soviet state in chronic political trouble?

There is slender evidence to believe so. Within the Kremlin necessity is the mother of unity however imperfect. Even the appearance—and disappearance—of another Beria tomorrow would be less a signal for the state to fall in ruins than a sign that someone had been caught trying to break the balance upon which the fortunes and the lives of all today depend.

No threat from other sources is any more visibly imminent. The army has no reason to contemplate transferring its loyalty to—what? The MVD has been disciplined to serve new needs of new leaders, but its power to deal with popular dissent knows no limit but the promises of *Pravda* editorials. The titillating "freedom" nervously being tested by the intellectuals reflects the kind of tenuous dispensation which, if necessary, a vigilant party would instantly retract. There are, in short, a number of reasons to support at least in part the sweeping private opinion of one Western European ambassador: "You are probably looking at one of the most stable governments in the world."

Is the Soviet state in chronic economic trouble?

It is, but short of crisis. True, the mania for industrialization has forced, as we have seen, an awesome depression of living standards. True, the industrial achievement, however formidable in some areas, has been less than a perfect triumph. Per capita production rates do not match those even of Western Europe. Technical skills (as is publicly lamented) remain scarce in a number of industries. The transport system is wretchedly organized. (The railroad from Moscow to Stalingrad that took 38½ hours some 75 years ago has now managed to cut its time by all of one-half hour.) Operating losses (as Malenkov himself announced) are heavy in many industries, notably in coal and timber. Industrial establishments running in the red in 1952 cost the state losses of 16 billion rubles.

In some measure, such facts merely reflect the unbalance that cripples the whole economy: a poorly fed worker eventually produces less, a farmer who can buy no consumer goods eventually delivers less and less food. But for all this, if the word "crisis" means general famine or the kind of unrest that only guns can cure, then crisis has not come to the economy—yet.

Has the nature of the Soviet regime essentially changed?

It has changed in not one truly essential quality. It has merely faced political and economic facts as realistically as it can. In so doing, it has contrived experimental political devices and imported capitalistic devices. It is not suffering from benevolence. The swift, relatively quiet dispatch of Lavrenti Beria differed in technique from the lustier and shriller terror performances of Stalinist decades. But Beria is no less dead for that.

Does the regime seek war or peace with the Western world?

It seeks peace today—and probably for some time to come.

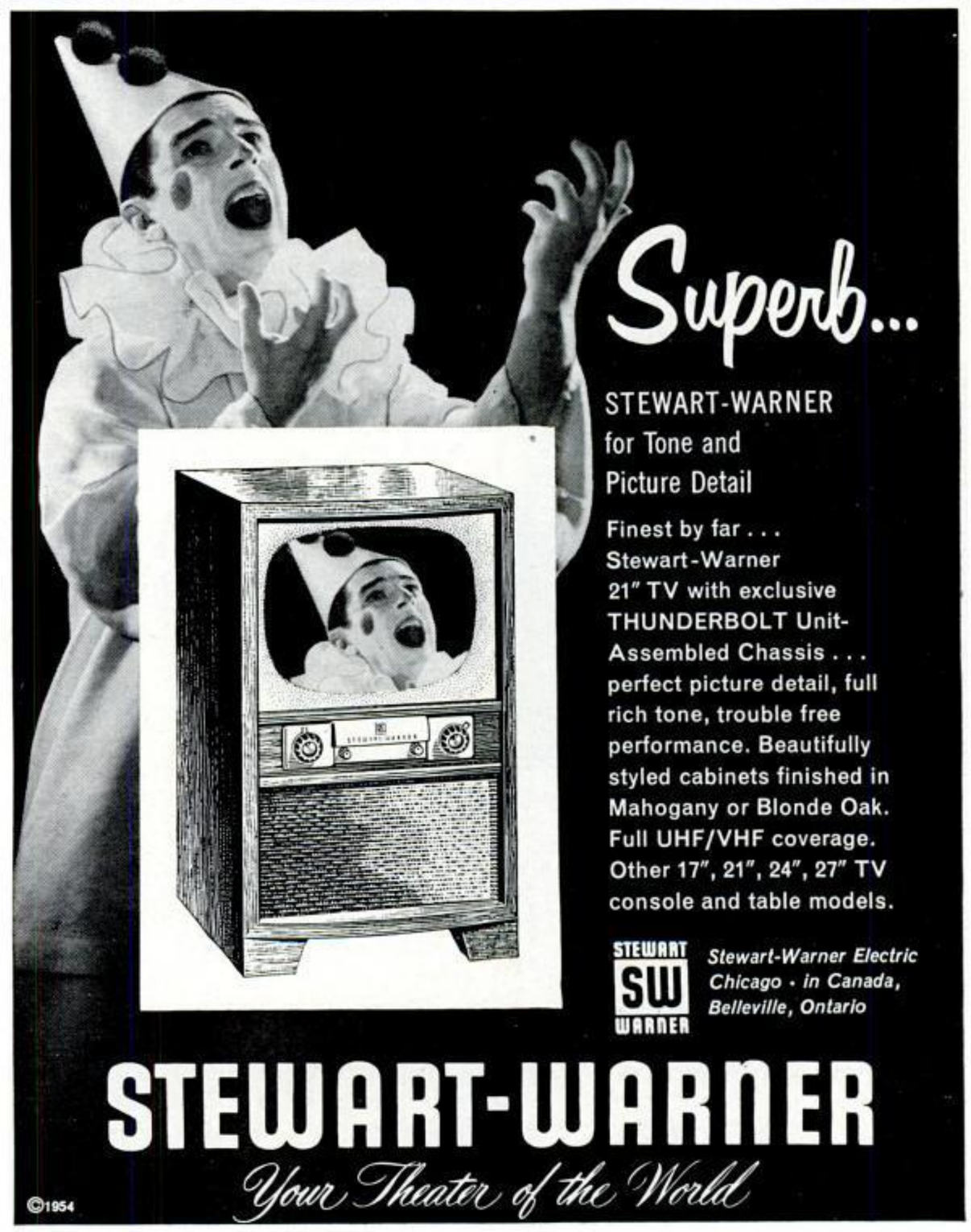
The frantic Soviet peace propaganda is often discounted in the free world as either a mere mask for war plans or a device, purely for export, to divide the Western nations. Clearly serviceable for either purpose, it is yet more complex; it is addressed to the people of the Soviet Union with an insistence that effectively conveys one thought—that their government shares and respects their hunger for peace. This too can be discounted, but only to a point. The ubiquitous "peace" campaign does more than genuflect to the ideal: it increasingly forecasts its attainment. One would find it difficult to concoct a propaganda program worse designed to prepare a people for war's sacrifices.

Sophisticated analysts of Soviet views can debate with equal plausibility both sides of the question: would the lure of a foreign war tempt the Kremlin more dangerously when economic conditions are healthy or when they are desperate? However, there are reasons to believe there is some substance to the Soviet peace chant.

The first is the fact that the sweeping commitment of the present regime to its benevolent economic program could be reversed only at considerable peril to itself. The enforcement of such a reversal would almost certainly demand the redeployment of the police powers which the regime has tried so hard to check, for its own sake as much as to rest for a while the worn nerves of the people. At the same time, pressing forward with the economic program may eventually compel a slowdown in the industrialization program. This is of course sheer speculation at this date. But

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***Now 3 ways better* . . . to give you the finest, clearest flash pictures you've ever taken.**

★ **Plus Power** — light output stepped up 25%, to 7500 lumen secs. Smallest, most powerful midget bulb on the market.

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★ **Controlled Light** — reduces over-exposure. Hydronalium wire element, plus optically-correct bulb size, means clearer, sharper details in every photo.

Convince yourself that My-T-Myte PF 3 is today's best flashbulb buy!

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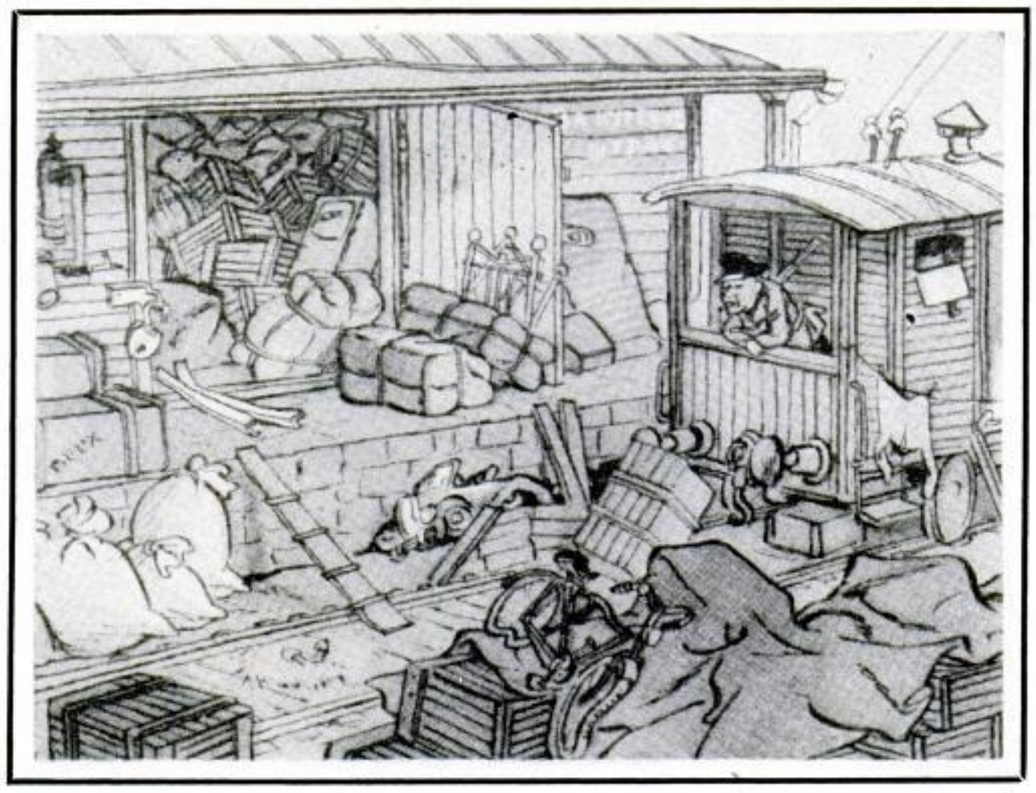
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Mr. Photo Dealer,

Give bearer two My-T-Myte PF 3 Flashbulbs upon his purchase of one pack of My-T-Mytes. If he returns pack — unused — refund him the full purchase price. Amplex Corporation, 111 Water St., Brooklyn 1, N. Y.

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Address_____



TRANSPORTATION and the sad fate of anything a Soviet citizen has the temerity to ship by rail is lampooned in this cartoon of a railroad station.

EMMET HUGHES CONTINUED

there are no signs that the Soviet economy is supple and strong enough to bear a full burden on three fronts: a revolution in consumer goods, a supply of material in the vital but lagging trade with the satellites and a headlong industrial mobilization.

As the economy seems headed away from war, so the belligerent compulsions of ideology seem considerably deflated. Marxist doctrine has been wrenched in so many different directions in the last decades that it has become probably the world's most cryptic and elastic philosophy of action. This was well illustrated in a bizarre article recently published in *Zvezda*, organ of the Soviet Union of Writers. The article analyzed the Marxist-Leninist "law" of the "inevitability" of conflict between the capitalist and socialist systems, the doctrine which most embarrasses Soviet peace propagandists. The tortured conclusion was that this "law" was manifestly "true," but "it does not at all follow that humanity is deprived of the possibility of preventing the operation of the law." Such banishment of Leninist doctrine to the land where parallel lines meet in infinity is perfectly in tune with the spirit of Malenkov and his practical men.

Does all this mean that the new Soviet system contains less danger for the West?

There is not the slightest reason to believe so.

It takes little imagination to construct a Soviet foreign policy perfectly in line with its domestic necessities. It would set up these simple aims:

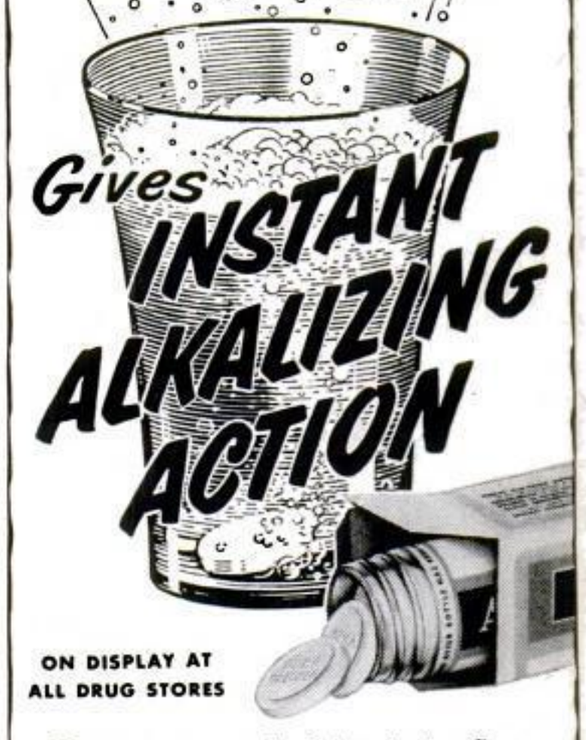
1—To be careful not to waste the bones of a single Soviet soldier;
2—To shun the ghastly imponderables of atomic war;
3—To construct at least an acceptable front for the model socialist state, with bread and cloth, grain and bricks;
4—To exert political and diplomatic pressure to thwart the one alliance really to be feared—an effective union of American and West German military potential;
5—To control the pressures on the sensitive area of Western Europe lest a war explode unforeseen;
6—To keep up military jabs in southeast Asia where any Western military retort bears the curse of "colonialism";
7—To wait for the political and economic systems of the Western nations to rot, letting the weakest nations (such as Italy) freely fall first into the Communist world.

A policy embodying this kind of "Operation Artichoke," a gentle leaf-by-leaf plucking of political victories, offers an inviting prospect abroad but still suits exactly both the political formulas and the economic needs of the Soviet state at home. It will not be too easy for the regime to carry out, however. A "Collective" foreign policy cannot be maneuvered with the dazzling speed or daring of a Stalinist policy. No one man in the Kremlin can now pull switches (as Stalin could), throw political engines into reverse and be hailed as a diplomatic genius. To the West this could well suggest the desirability of confronting Soviet leaders with the most difficult series of political decisions that can be imagined—proposals of the scope and suddenness of President Eisenhower's atomic energy proposals. For the Soviet leaders the problem of

CONTINUED ON PAGE 116

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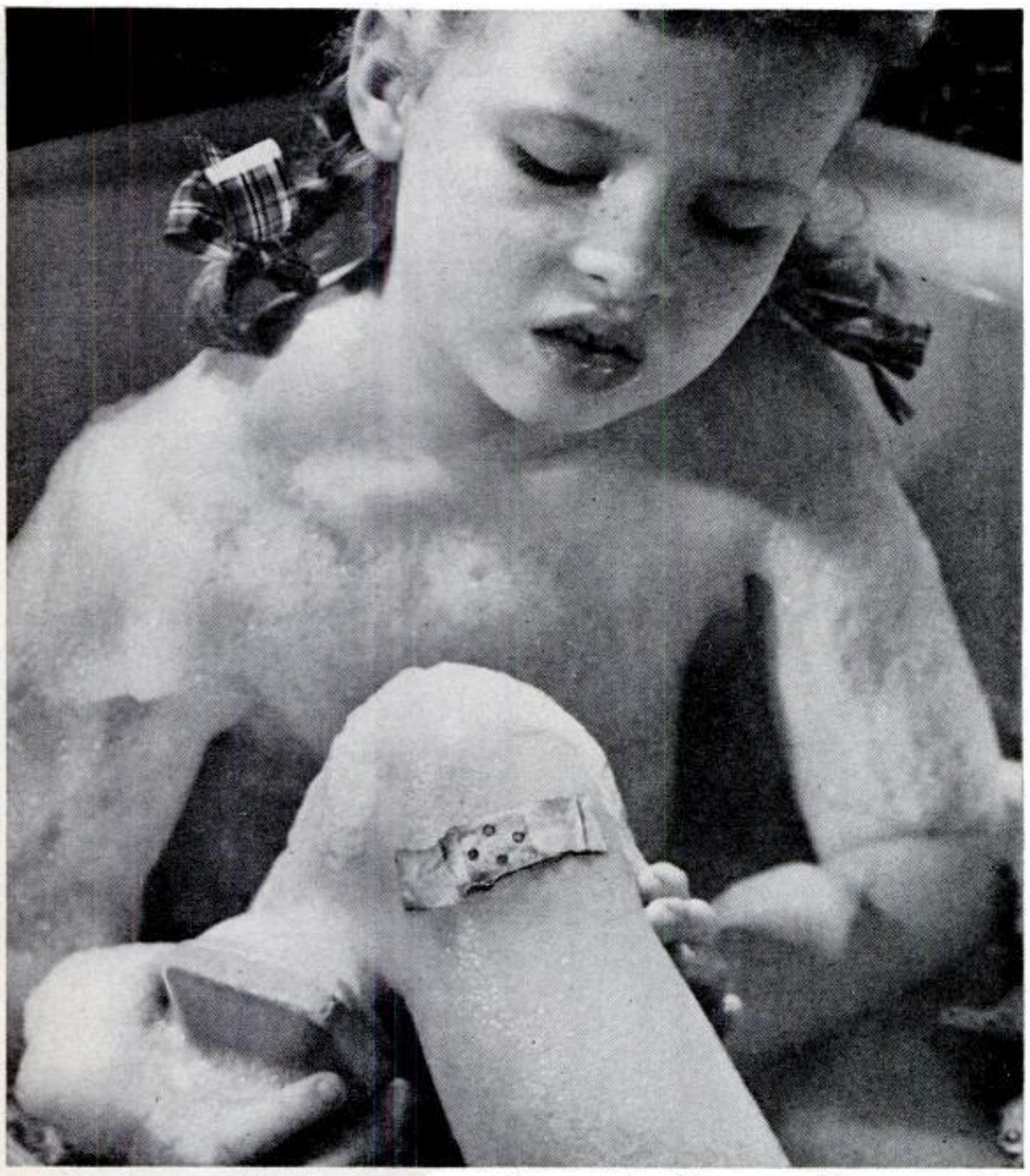


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FLESH COLOR OR WHITE

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meeting such decisions, quickly and coherently, has become great and every problem invites possible discord among the "coequals."

There is no reason to believe that these men in the Kremlin feel under irresistible pressure to make foreign concessions. They are only at the beginning of their political experiment. And however tormenting their problems, there are no grounds for the West to expect that either now, at Berlin, or for months to come, they will lightly cast away the familiar old devices of Soviet diplomacy. The Russians have a popular equivalent for the expression of "queering the pitch" or "putting a spoke in the wheel." It is *podlozhit komunibud svinyu* and it means "slip a pig under someone." Western diplomats are going to see many Soviet pigs on the road to peace.

For the West tomorrow's action must be more than the slave of yesterday's axiom. Forces of stress and change are darkly at work within the Soviet Union. Much that its leaders have done is understandable only as practical accommodation to these forces. And while this accommodation has yet to alter any essential purpose of Soviet policy, it has already smashed traditional political patterns of the revolution, wrenched ideology out of recognizable shape and summoned the most heretical capitalist devices to the rescue of the economy. The Western world, in its thinking, cannot afford to prove less adaptable than the Communist leaders themselves in facing and acting upon whatever new realities the future brings.

A vision of a Soviet Union frozen forever in a historic mold is a distorted image. Free citizens of the West should not undertake to prove immunity to the folly of "appeasement" by declaiming that the Soviet state has not changed, is not changing, never can change. Ironically, the only large group in the world clinging to that fiction is the circle of the most fanatic Communists themselves who, in the teeth of every proof of change or contradiction in the history of Bolshevism, stubbornly insist that the party has never changed, is not changing, never will change.

The plain Western task is formidable: to use every resource of power, of diplomacy, of imagination to meet the new, the ever-changing kind of challenge that is in the making.

It is a challenge that will make the years ahead no less charged with danger to freedom than the years just passed.

It is also a challenge that may provide in these years an opportunity unknown since the night of 1917 darkened Russia and shadowed the globe.



FOREIGN POLICY: NO CHANGE is seen either in the conduct of Russia's new masters or in *Krokodil*'s comment. Here a boarding-school teacher (the U.S., *right*) introduces students (member countries of NATO, around the table) to their new playmate, that old Russian bogey, the German army.

My Constipation worries are over!



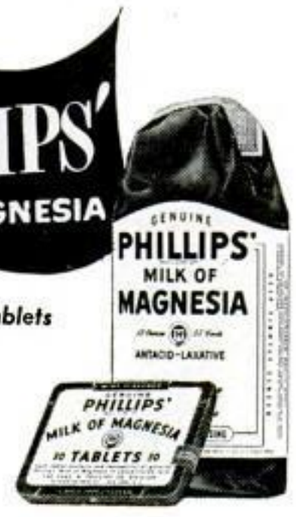
Milk of Magnesia provides better relief-more complete relief

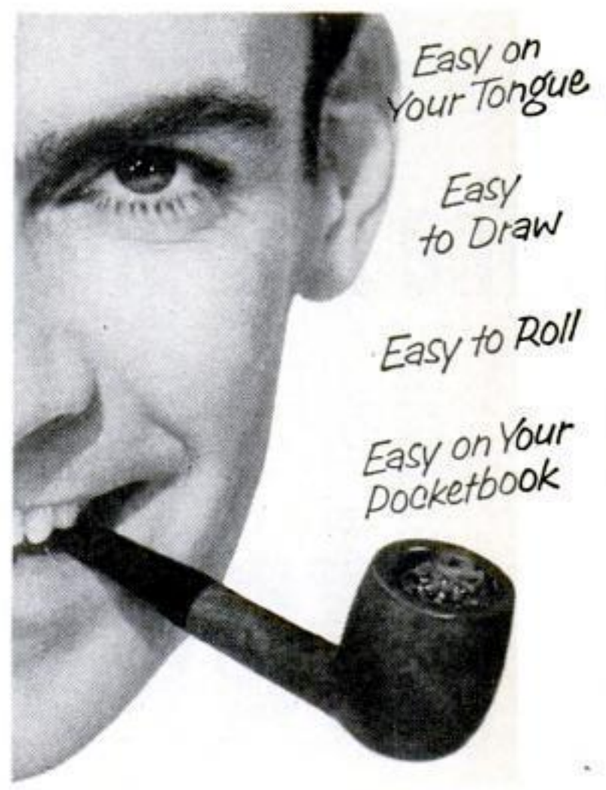
than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work *leisurely* – without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia – the best laxative money can buy.

PHILLIPS' MILK OF MAGNESIA

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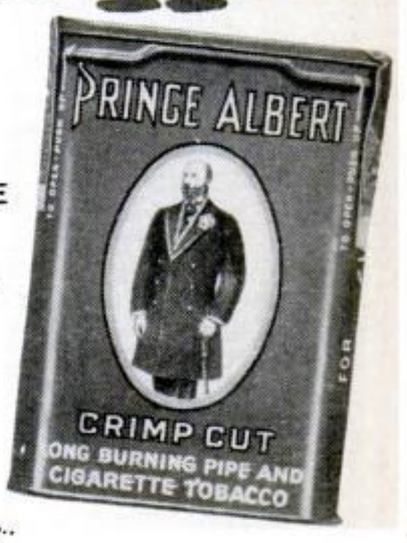
The convenient 4-ounce size....28¢
The economical 12-ounce size....55¢
The moneysaving 26-ounce size....85¢
Also available in tablet form 30 tablets.....28¢





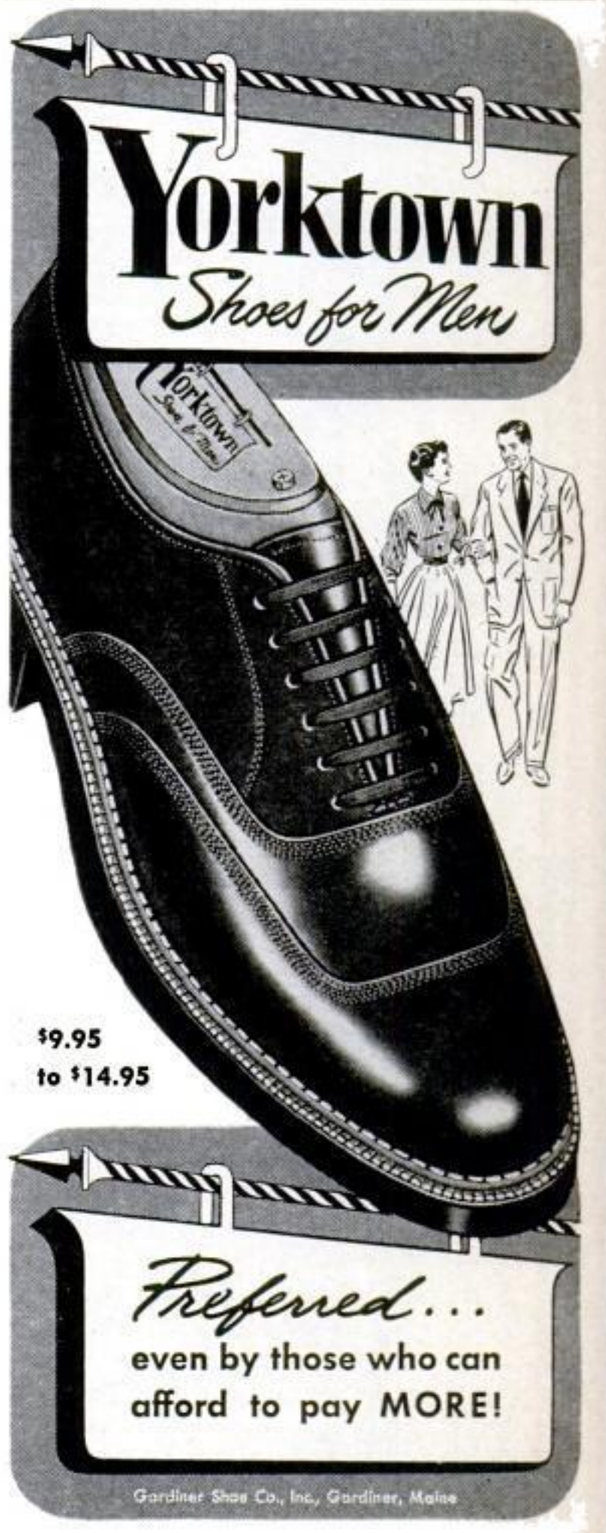
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DR. JAMES F. WAHL, President
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HALOLIGHT is a translucent frame of fluorescent light that surrounds the television picture. HALOLIGHT blends softly with the bright picture—reduces harsh contrast—makes viewing far more restful. HALOLIGHT brings truly scientific eye comfort to television—and only SYLVANIA has it!

HERE's good news for your eyes! Sylvania TV brings you HALOLIGHT—the greatest advance ever made in scientific eye-comfort viewing.

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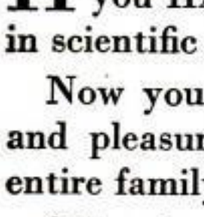
See the new 1954 Sylvania models—and select the world's finest television for *your* home. UHF-VHF Reception available on all Sylvania Models.

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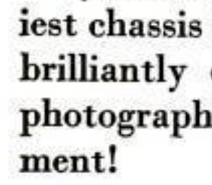


The STRATFORD—Superbly styled 21" Mahogany Veneer Console with HALOLIGHT. Features 3-dimensional grille with solid brass rods. Also available in Blonde.

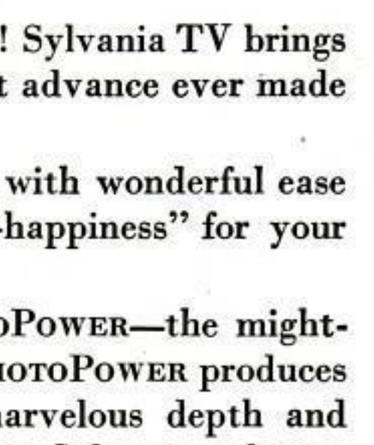
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Now—super-sensitive Electronic Moduflow control system

opens a new world of home comfort! Costs $199.40 installed... easy terms...

Thermostat outside your house gives you wonderful Weather Control inside

You get constant wintertime comfort, and your heating plant works better—with Honeywell Electronic Moduflow system

Now you can enjoy the luxurious winter warmth you've always dreamed about—because of an exciting new development in home temperature control. This new development is called Honeywell Electronic Moduflow.

Electronic Moduflow is an *all-electronic* temperature control system that features a thermostat which is mounted outside your house and is called the Electronic Weathercaster.

How the Electronic Weathercaster works with other elements of the system to give you the comfort you've always dreamed about is explained with the floor plan.

Honeywell Electronic Moduflow, the result of years of research and testing, helps provide you with constant comfort by *varying the indoor temperature* in relation to the outside temperature—*tuning your home to the weather.*

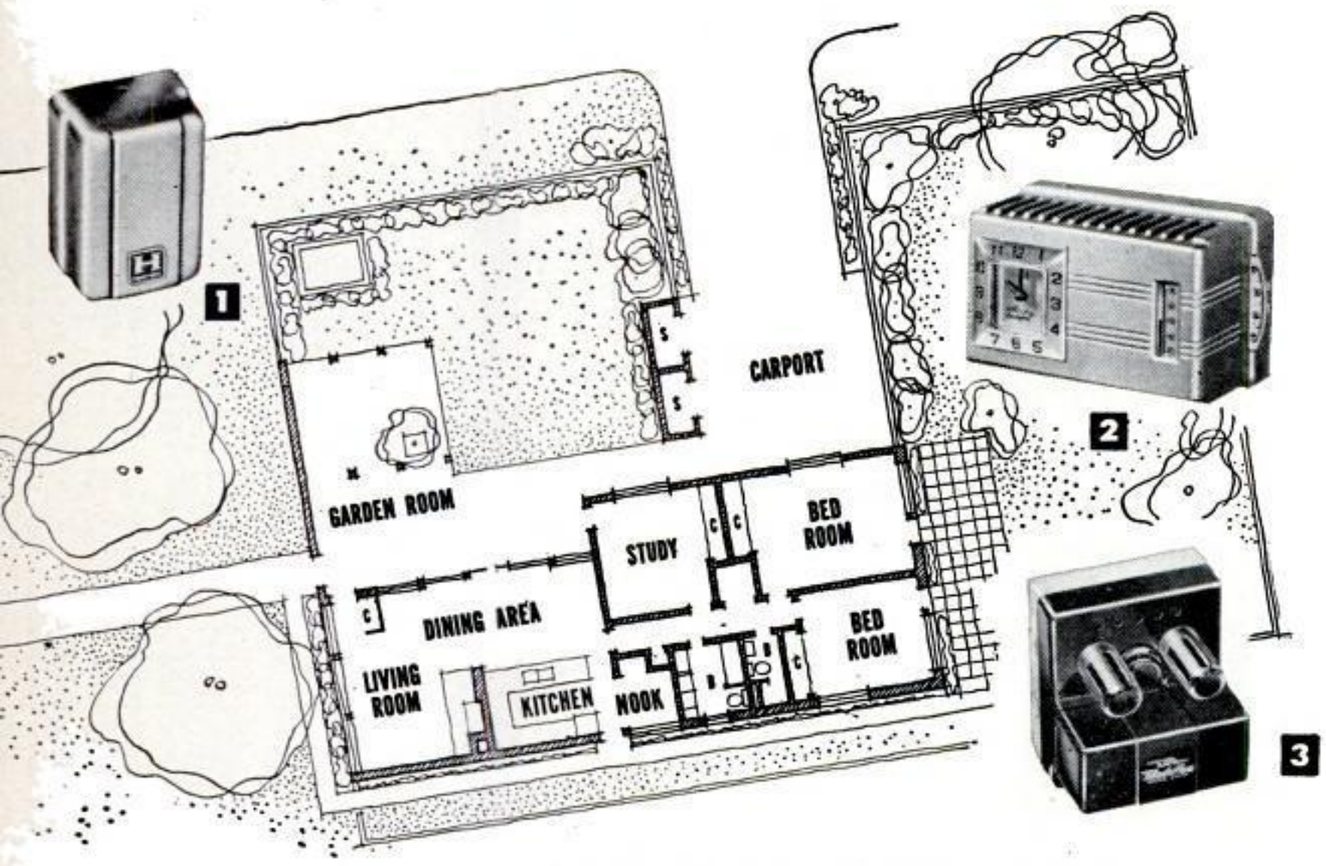
To learn how Electronic Moduflow can bring the wonderful benefit of indoor Weather Control to your home, talk to a builder, architect or plumbing and heating dealer. You'll find them listed in the Yellow Pages of your phone book.

Electronic Moduflow home in Dallas, Texas. Price in Dallas: $20,000. Builder: John Dapolito. Architect: Thomas Scott Dean, A. I. A. Electronic Moduflow installed by Lyon Engineering Co.



What Electronic Moduflow is, and how it works

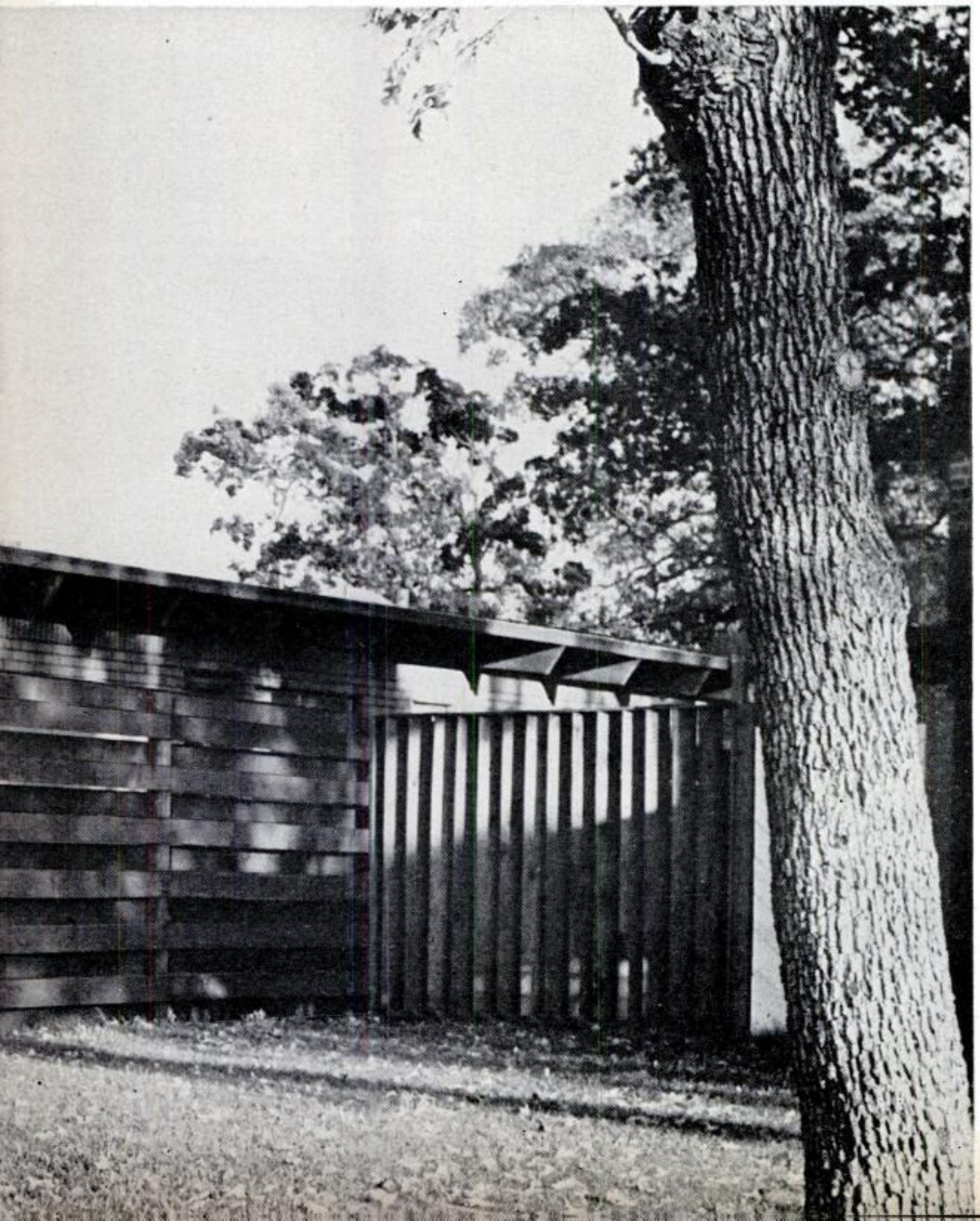
Only three simple parts make this wonderful system work. The Electronic Weathercaster **(1)**, mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat **(2)** what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier **(3)** which automatically adjusts the heating plant to provide the amount of heat required to keep your home at the right temperature—no matter how changeable the winter weather might be.



John Dapolito, a leading Texas builder



John Dapolito is head of Town North Builders, Dallas. The firm constructs houses of contemporary style like the one you see here. They are well designed for modern indoor-outdoor living. Nearly all of them feature a patio, range in price from $15,000 to $25,000. Mr. Dapolito recommends Honeywell Electronic Moduflow for every house he builds.





Your body loses heat less rapidly on a mild winter day because walls are warmer. If you're average, you're comfortable with the room at 71°.



Your home loses heat faster when the outdoor temperature drops, making walls colder. So Electronic Moduflow automatically raises room temperature—to keep your *comfort* constant.

Why you need varying indoor temperatures

Tests show that if indoor temperature is merely held constant as outdoor temperature falls, you feel chilly and uncomfortable. Because as the walls of your home become colder they "draw" increasing amounts of heat from your body. So Electronic Moduflow automatically changes the temperature indoors as the outside temperature varies. This keeps your *comfort* constant . . . gives you perfect indoor Weather Control.

It's easy to get Electronic Moduflow for your home

When you're buying a *new house* Electronic Moduflow can be included in your mortgage. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. No carpentry or construction work is required to install it. The price; $199.40, includes average installation cost. With a home improvement loan you can pay as little as $6.39 a month:

No house is a modern house without Electronic Moduflow

See your builder, heating dealer or architect *today*. Insist on the only truly *modern* comfort control system in your present home or the one you are planning to build or buy.

Write today for free book, "The Story of Electronic Moduflow." Also the name of your nearest Honeywell dealer. Write Honeywell, Dept. 2848, Minneapolis 8, Minn. In Canada, Leaside, Toronto 17, Ontario.

MINNEAPOLIS **Honeywell**

Electronic Moduflow

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MILESTONE FOR



A GREAT COLLEGE

Newspaper ad 200 years ago set Columbia on its path of dedication to liberal arts

From the sturdy, imposing structures and the energetic footwork of the scene at left to the more modest building and the sedate promenading of a handful of young men through the cemetery grounds at top right is seven miles and 200 years. Between them are the many milestones of an event which free men of the Western world are this year noting with satisfaction and ceremony—the bicentennial of Columbia University in New York.

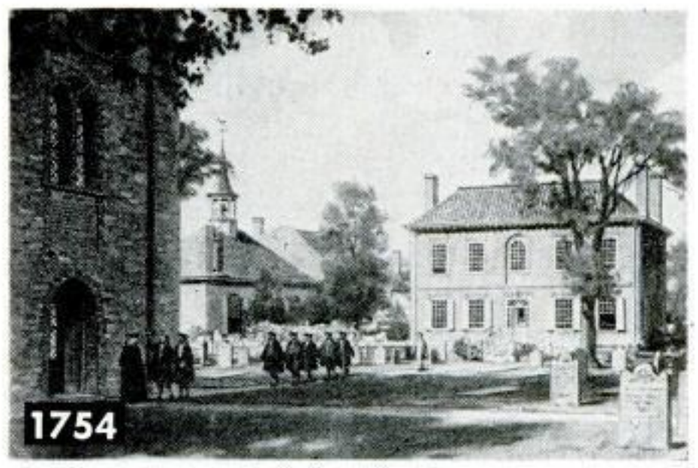
The date the celebration stems from, 1754, was a year in which some of the seeds of America's greatness were being planted. Benjamin Franklin proposed his farsighted but premature "Albany Plan" to bind the colonies into a union. A young officer of the king, 21-year-old George Washington, led an advance party to Fort Duquesne, lost a battle but gained invaluable military experience. Thomas Jefferson, whose statue towers at left, was a diligent and independent lad of 11.

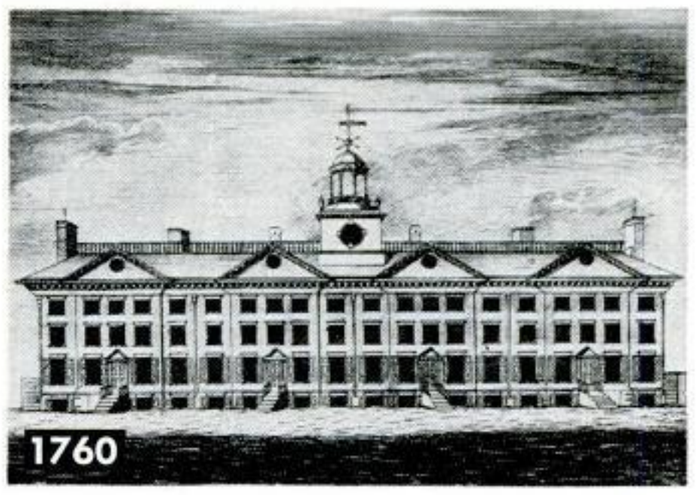
In this same year a small group of New York citizens, after having talked for years about establishing an educational institution similar to Harvard or William and Mary, which other colonists had already set up, at last did something about it. They raised £3,000 by lotteries and imported from Connecticut one Dr. Samuel Johnson, an Anglican minister and Yale graduate (and not related to Boswell's great Dr. Johnson), to be the first president of King's College —official name was "The College of the Province of New-York in the City of New-York in America." Dr. Johnson took space in the *New-York Gazette, or Weekly Post-Boy* to announce his intention to "set up a course of tuition . . . in the new school house, adjoining to Trinity Church. . . ." Eight students responded and Dr. Johnson was in business. For the first year he was the college's president and its only teacher.

The Revolutionary War changed King's College to Columbia College, and the years that since have passed have witnessed a steady expansion (*right*). Today Columbia University is the nation's fifth largest. It has 25,000 students, 15 graduate schools, five other affiliated units (like Barnard College and Union Theological Seminary) in addition to its original undergraduate school. Its students (*pp. 126, 127*) come from 46 states and 50 countries. Its faculty (*p. 125*) are the peers of any in the educational world. Yet the heart of Columbia University, now as then, is "the college" with its 2,200 undergraduates, and the heart of the college is its dedication to the liberal arts. It is this side of Columbia which touched off a great reappraisal of American higher education and which, as much as anything, now gives meaning to Columbia's birthday theme: "Man's Right to Knowledge and the Free Use Thereof."



THE COLLEGE QUAD (*left*), the heart of Columbia's undergraduate school, is bordered by Nicholas Murray Butler Library (*right*), John Jay Hall (behind it), Livingston and Hartley Halls (*center*) and Hamilton Hall (out of picture, *left*). A statue of Thomas Jefferson looks down on group of Columbia trackmen who keep in winter shape on wooden oval.











COLUMBIA'S CAMPUSES have grown from 1754 schoolhouse next to Trinity Church. In 1760 college moved to three-story building on Park Place. By 1818 this was enlarged with a faculty residence wing at each end. In 1857, moving uptown, college occupied site at Madison and 49th. In 1897 it moved to its present Morningside Heights location.

CONTINUED ON NEXT PAGE

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SOME THINGS A STUDENT MUST

Thirty-five years ago, without fanfare, Columbia set in motion a revolution in American higher education. It came in the form of a course put together to acquaint students with the heritage that was at stake in World War I, a course in "War Aims" (later "Peace Aims") that cut across traditional subject lines. Out of this came Columbia's "Contemporary Civilization" and, subsequently, its "Humanities."

At the time, this move was a counterrevolution against educational extremists who in many places had broken down college work into fragments of specialization. They were turning out graduates who too often were experts in small things and limited fields but were immature ignoramuses in larger, more fundamental matters. Columbia's concept was to expose all students, of whatever background and future interest, to a core of common experience and learning. What Columbia started is now widely known as general education. It has since been adopted at the University of Chicago, Amherst, Harvard and several other American colleges.

Columbia's program in effect divides the great reservoir of man's culture in two main parts. Contemporary Civilization covers the entire range of

QUESTIONS ON 'CONTEMPORARY CIVILIZATION'



A GREAT MOVEMENT, set off by a monk's tacking up a list of almost 100 shocking statements on a church door, split Europe into dozens of warring camps, loosely grouped into two opposed groups, and the fighting did not end for about 125 years. The painting shows the leader of the movement in one of his historic acts, the burning of a papal bull. *Who was he and what did he launch?*



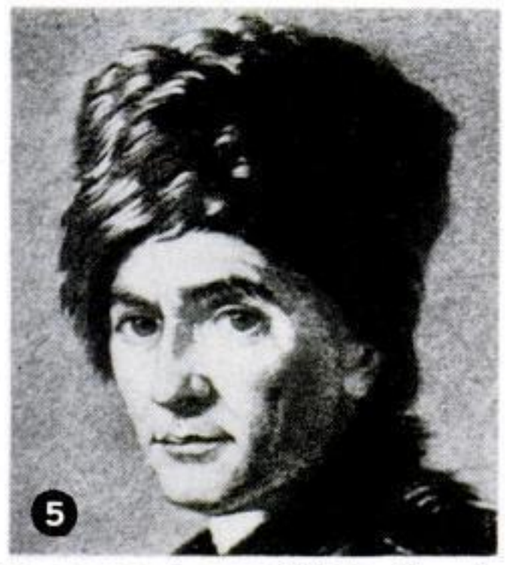
A RUTHLESS MONARCH in a then remote land decided to see how the rest of the world lived. He traveled in disguise through many countries, trying wherever he went to learn something new, returned home to put down a revolt and introduce modern ways of life. The picture above shows him accepting surrender of foreign troops at Battle of Poltava following his travels. *Who was he?*



PIONEERING PROFESSOR born in Scotland, he wrote a book which spelled out workings of an "invisible hand" in man's economic behavior. *Who was he and what was book's title?*



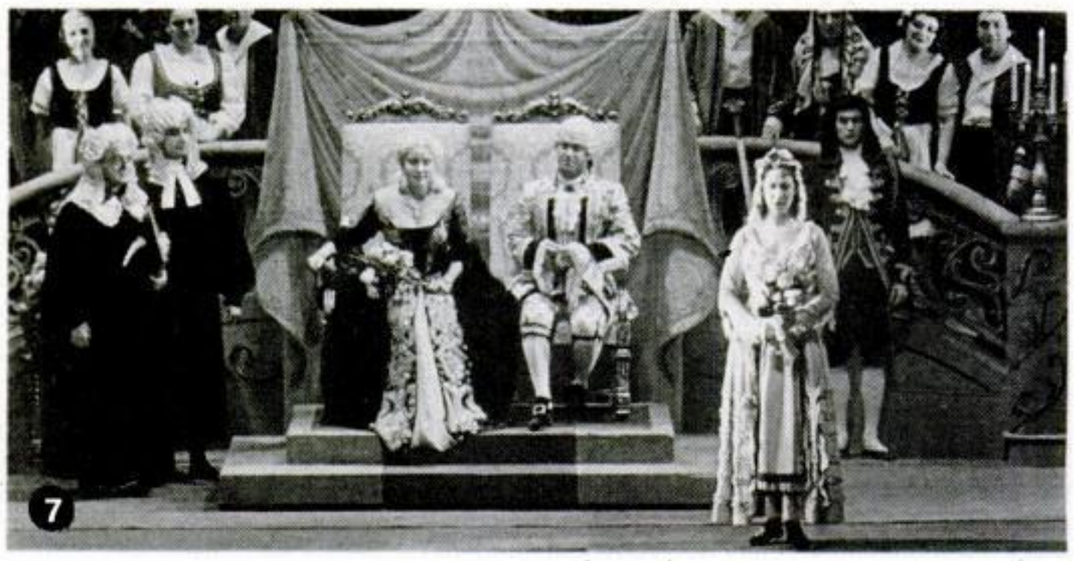
DISAPPOINTED DIPLOMAT, in poor circumstances after imprisonment, he wrote a much studied and much reviled account of government. *Who was he and what was his book?*



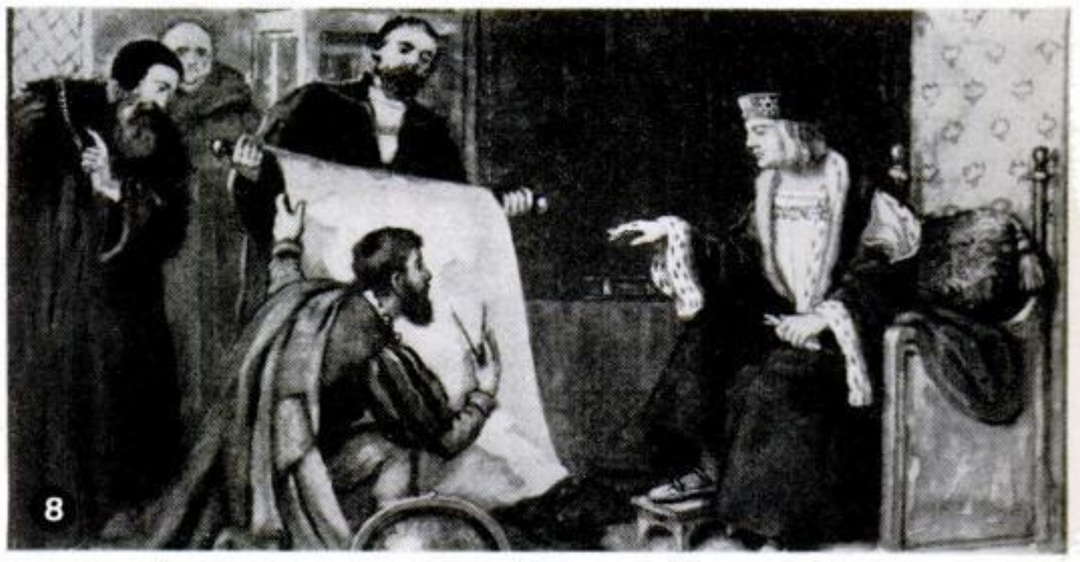
PRACTICAL DREAMER, French philosopher wrote not only about nature but of man's right to liberty, gave advice on request to the rulers of Poland and Corsica. *Who was he?*



SCIENCE DEVISER, this mathematics teacher arranged sciences in a logical order of importance, coined name for new one he put at top. *Who was he and what was the new science?*



A ROMANTIC COMEDY, later set to music and now a popular opera, was the work of a man who, though a watchmaker by trade, raised a war fleet on his own authority so that he might send several million dollars' worth of goods and arms to the American colonies in their struggle for independence. The scene above is a high moment of the opera. *What is the work and who was its author?*



AN ITALIAN EXPLORER, he sailed twice from England looking for Asia in the service of a stingy Tudor king. In 1497 he discovered Cape Breton Island, for which he received £10. In 1498, with two new ships and a brand-new £20 pension and still seeking a westward passage to Asia, he touched Greenland and Labrador. Above, the adventurer relates his experiences to king. *Who were they?*

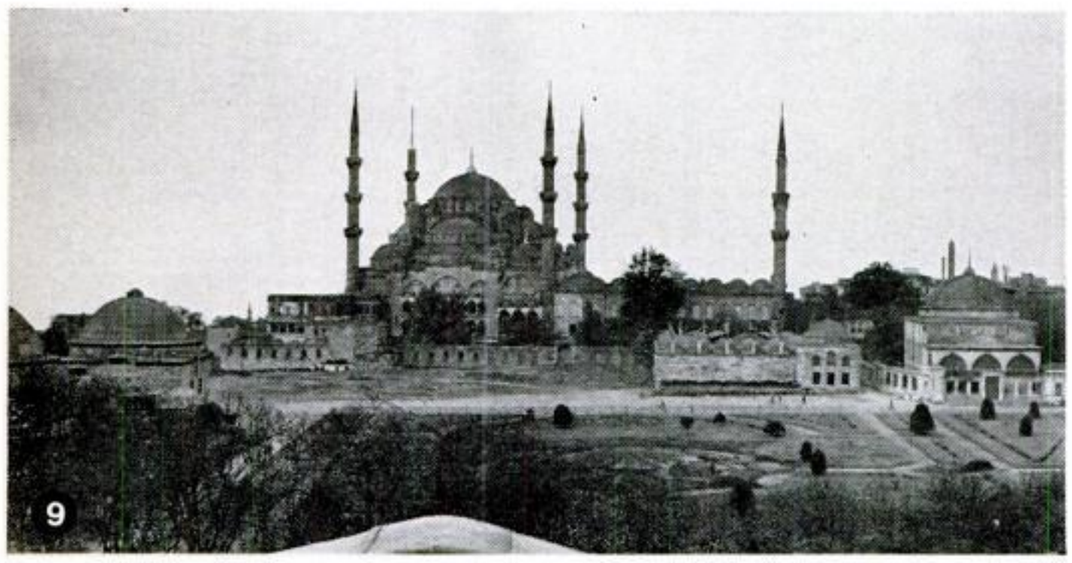
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KNOW: TEST YOURSELF ON QUIZ

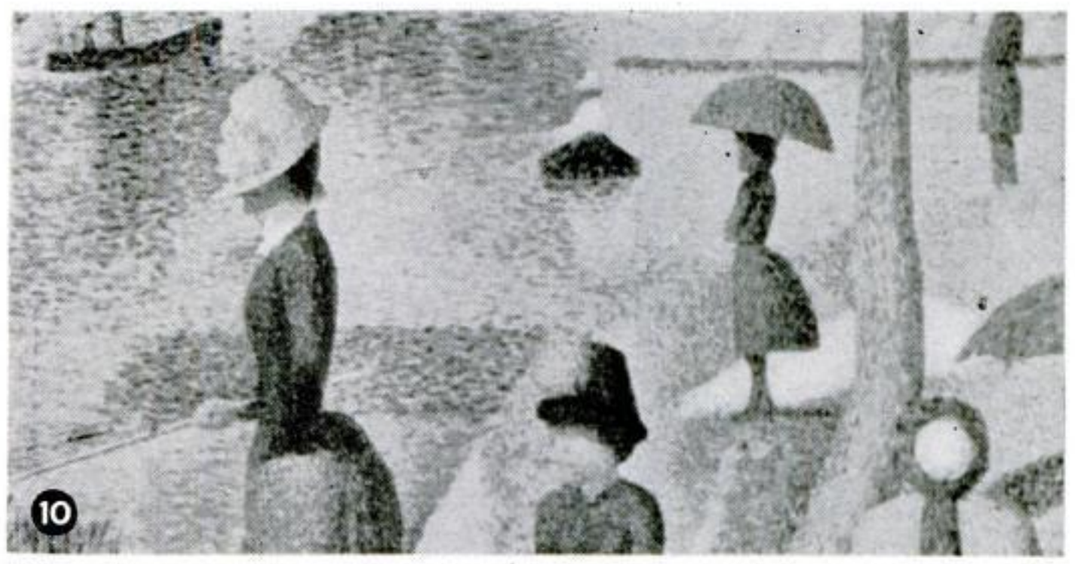
history, government, economics and social behavior from the 12th Century on. Humanities, started in 1937 and patterned after the Great Books course, which Columbia's great John Erskine had organized years before, deals with philosophy, literature, music, painting and architecture. The first year of C.C. covers the past, the second studies problems of the present, and required reading runs from the Magna Carta to Bertrand Russell. Humanities, in its first year, is a massive dose of the great writers from Homer to Goethe and in its second, an exercise in artistic appreciation which trains a student to open his eyes and his ears.

There are other required studies for Columbia's freshmen and sophomores such as sciences. But the liberal arts courses are the real plums in the pudding of the first two years. At the end of them, a Columbia student must be familiar with much of his heritage and with the fields represented by the questions in the picture quiz below. This quiz, prepared by LIFE, and based on C.C. and Humanities, is only a small sample of the kinds of knowledge a Columbia man has to absorb before he is considered upper-class material. (Answers to these questions are on page 131.)

QUESTIONS ON THE 'HUMANITIES' COURSES



EDIFICE OF THE EAST, this church was consecrated in the Sixth Century by a Roman emperor whose court lay 1,000 miles east of Rome. It is an example of Byzantine architecture at its best and is remarkable among other features for its dome, whose 40 windows give an effect of a monumental crown of light to worshipers within. *What is its name, where is it located and who consecrated it?*



PORTRAIT OF PROMENADERS by a 19th Century Post-impressionist French artist shows, in detail section above, a technique that takes its name from painstaking placement, almost one upon the other, of small round dots of different pigments to give glowing effect to the colors. *Who was the artist, what was the name of the technique which he introduced and what is the name of this painting?*



GREEK PHILOSOPHER of Fifth Century B.C., he discussed nature of society, justice, happiness in dialogs recorded by younger contemporary. *Who was he? And the younger man?*
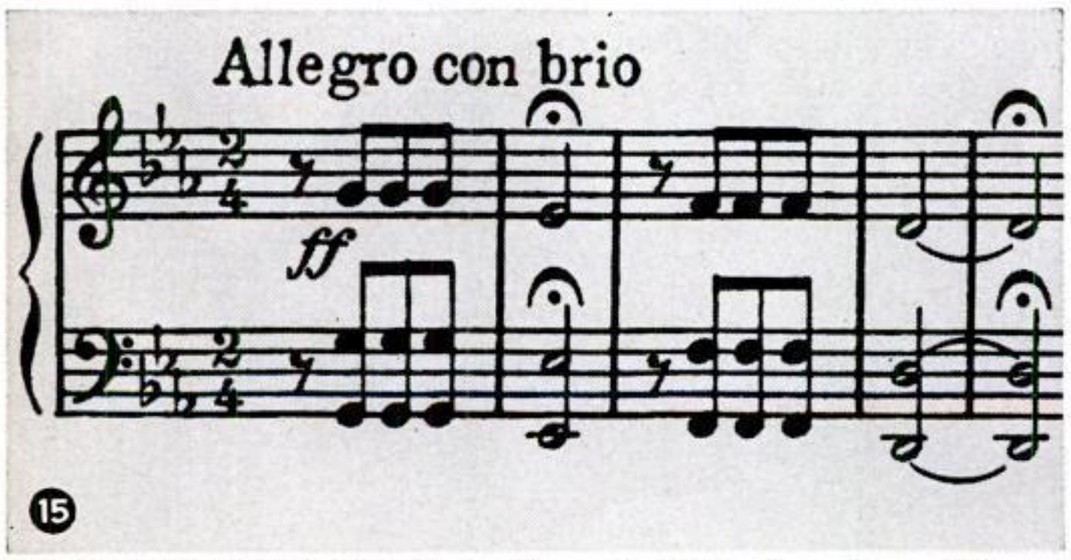


ROMAN SAINT, he arrived at vital moment of his life when he reflected, as he wrote in his Confessions, on a special misdeed of his youth: stealing pears from an orchard. *Who was he?*



DUTCH SCHOLAR deprived of religious affiliation, he made living by grinding lenses but wrote on God and the soul, refused teaching offer when writings drew attention. *Who was he?*



ENGLISH AUTHOR, he decided while sitting among ancient ruins to write a history of what he saw. Project took him 23 years to complete. *Who was he and what did he write?*



START OF A SYMPHONY, first performed in 1808 and now the world's most famous, was said by its composer, who already was beginning to grow deaf, to echo the sound of fate knocking at the door. In World War II its opening bars (*above*) became the most widely used rallying signal of the Allies because in Morse code the notes spell out "V." *What is the composition and who was the composer?*



STATUE OF CRUCIFIED CHRIST reveals monumental nature—as well as detail such as nail marks in feet—of the work of a contemporary American-born sculptor now living in England who, having endured a lifetime of controversy, insult and hindrance in the placement of his works—among them a massive nude of Adam—recently was knighted by Queen Elizabeth. *Who is the sculptor?*

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COLUMBIA TRADITION is personified by Chrystie family of New York. Left to right are: Thomas Witter Chrystie, '24; his father T. Ludlow Chrystie, '92; and son T. Ludlow Chrystie II, '55. Portrait is of Lieut. Colonel John Chrystie, Class of 1806, whose grandfather was on the college's first board of governors.

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FINE ARTS: Everard Upjohn, 50, teaches American architecture, history of painting and sculpture.

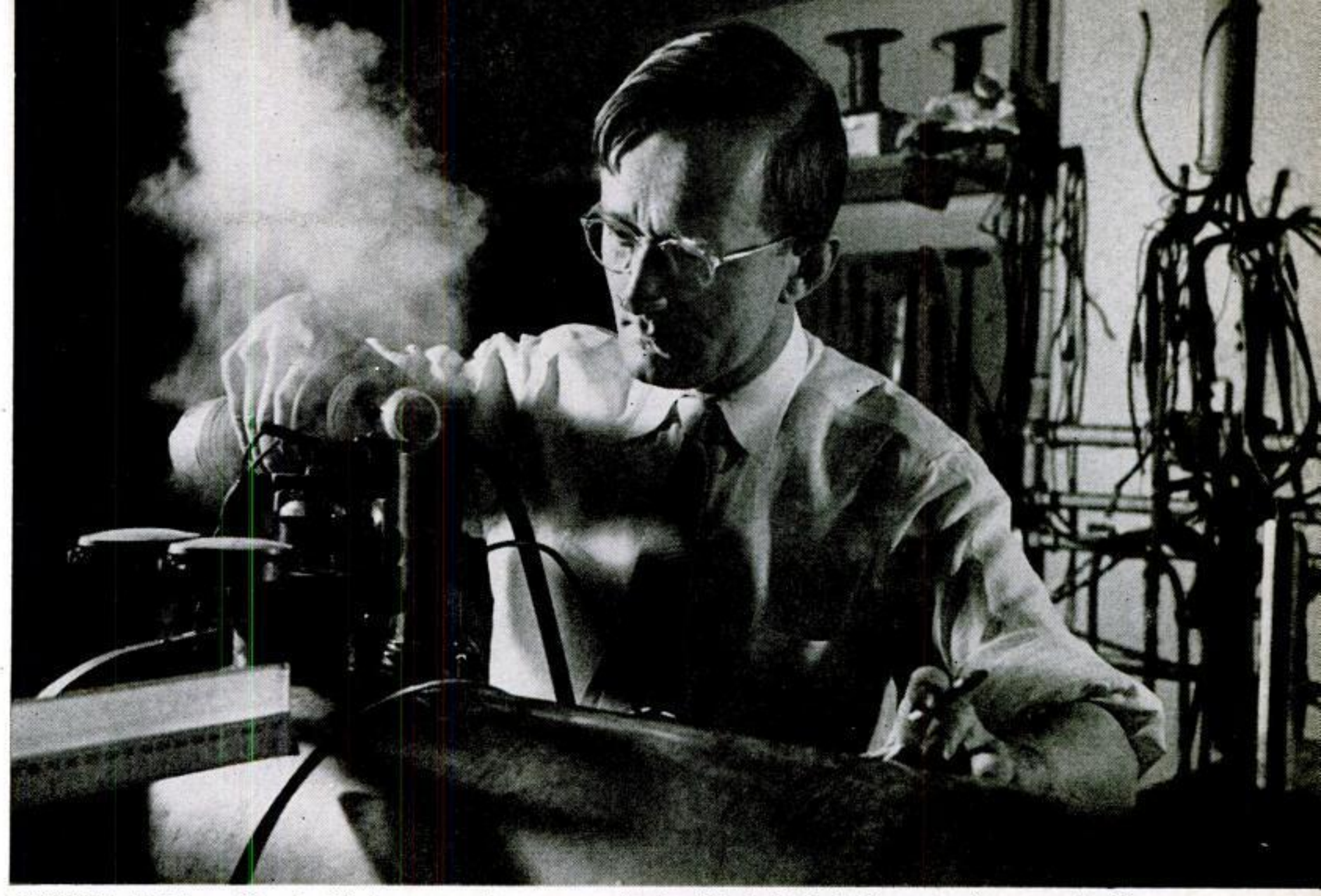
OLD FAMILY, NEW TALENT

Like all major educational institutions, Columbia seeks among its own students for potential professors. Such careful searches have in the past brought forth eminent teachers like Scholar-Author John Erskine, Historian Carleton J. H. Hayes, Philosopher Irwin Edman and Critic Lionel Trilling, all of whom were one-time Columbia undergraduates.

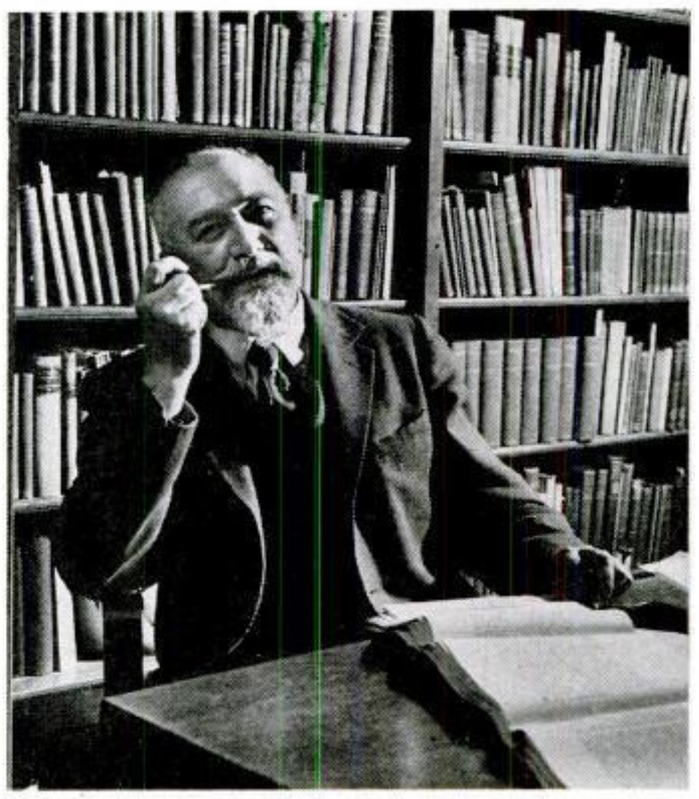
But also like other institutions, it is always on the prowl for top teaching talent wherever it can be found. Columbia's high standards and fine graduate facilities, and also its fortunate location in the largest city in the world, are great incentives to scholars and teachers. Famous nongraduates who have taught at Columbia include Jurist Harold Medina, Historian Charles A. Beard, Physicists Enrico Fermi and Harold Urey and Anthropologist Frank Boas. The six professors who are shown on this page are representative of the best that Columbia has to offer; of them, only Historian Dwight Miner is a Columbia graduate. Though they all do work in graduate faculties, these men all hold undergraduate classes. Columbia authorities recognize that it is men of their caliber who help make the tradition which brings back members of a single family (*opposite page*) for generation after generation.



SOCIOLOGY: C. Wright Mills, 38, wrote recent *White Collar*, teaches Contemporary Civilization.



PHYSICS: Polykarp Kusch, 43, here preparing a molecular beam apparatus, worked with Nobel Prize-winning Physicist I. Rabi on atomic research. He now is director of Columbia's Radiation Laboratory.



GREEK AND LATIN: Moses Hadas, 53, checking proofs of his latest book, teaches in Humanities.



HISTORY: Dwight Miner, 49, is the editor of a 19-volume Columbia history to be published soon.



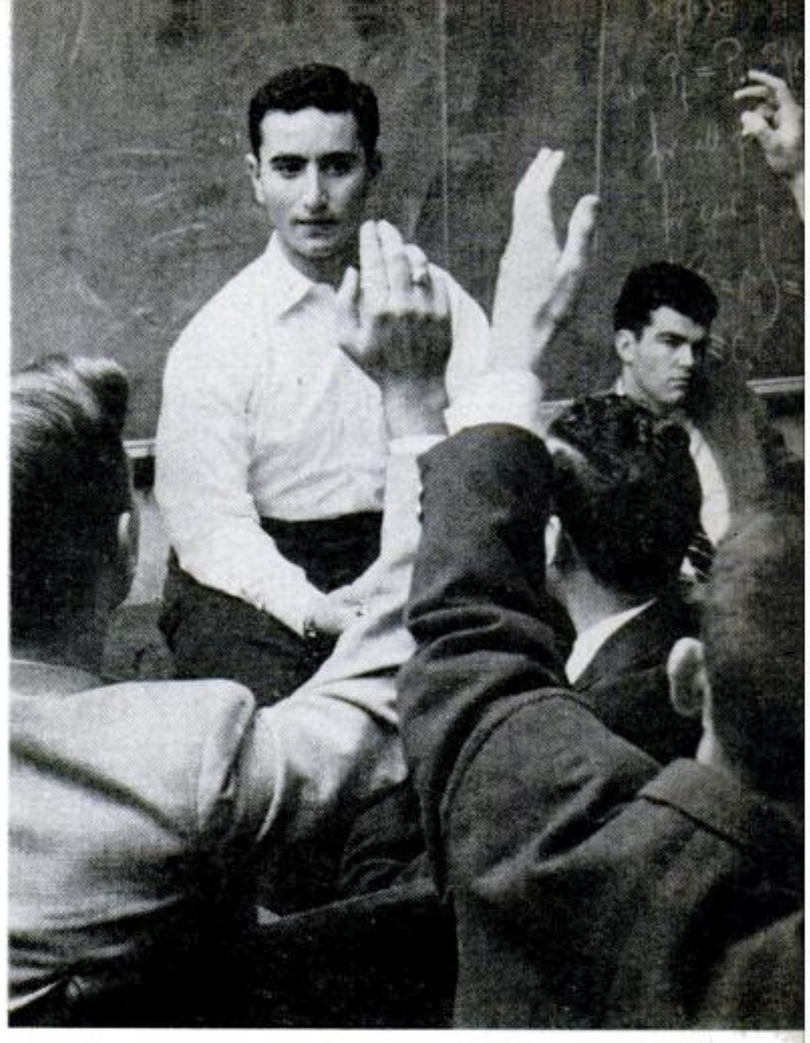
MUSIC: Douglas Stuart Moore, 60, chairman of his department and a Pulitzer prize-winning composer (1951), here works on a new opera about silver mining, which will be produced in Colorado next year.

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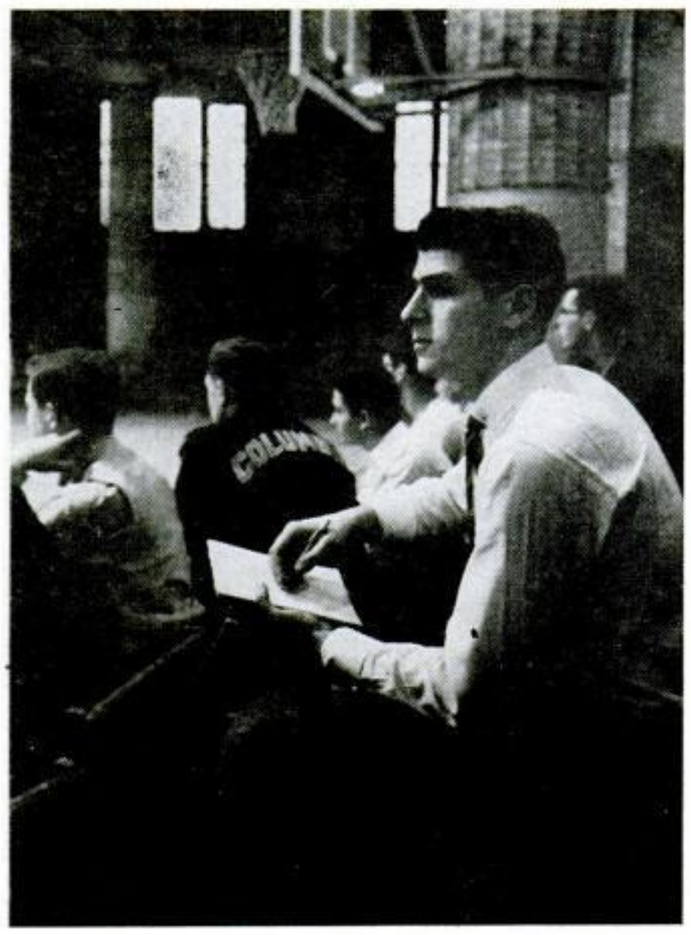
FROM OVERSEAS: Freshman Tom Shimabukuro (*left*) of Honolulu, Sophomore Rudi Engelbrecht of Holland (*center*) and Graduate Chemist Philip Chen of China attend a tea. A Barnard junior pours.



FROM NEW YORK: Sophomore Victor Levin of Queens (*left*), who will go on to law school, is active



FROM OHIO: Freshman Gary Owen of Toledo, a pre-med, waits on table at dormitory to earn meals.



FROM HUNGARY: Stephen Ronai, a freshman, came to U.S. in 1941, covers sports for college daily.

HER SONS—ALERT AND

Competitiveness and diversity stimulate students

BY GILBERT HIGHET

THERE are three times and places at Columbia where you would be most likely (if anywhere) to find a typical student: lunch time in the big John Jay dining hall; the afternoon in the reading room of the college library; the late evening in the downstairs grill they call the Lion's Den, where there is music and dancing, and a certain amount of beer, and a thick fog of tobacco smoke, and a sustained, genial noise. Suppose we look in at these three spots to see what we can see.

The dining hall is always packed at lunch, when it caters for a thousand students. (It is not so busy in the evenings because many of them commute or go out to nearby restaurants.) The lines begin to form as soon as the 11 o'clock lectures end and by 12:15 you must be agile or lucky to get a seat. The service is cafeteria style. The students all eat with the voracious appetite of the young and they nearly all talk with the cheerful energy of released prisoners, but they are mightily varied. Beside you at the same table there may be two mild Hindus tackling a vegetable plate and chatting in high-pitched English; beyond them, four assorted freshmen (three white and one Negro) all gulping hamburgers and arguing in assorted accents about Milton's *Paradise Lost*; and on the other side a silent youngster sitting alone, unwrapping a parcel of sandwiches he has brought from home to save money, and reading a treatise on psychology. But unless you listen to their talk, it is scarcely possible to place them as students. Some of them wear ordinary business suits with white shirts and discreet ties; some are in plaid shirts and blue jeans; there is an occasional blazer, and quite often a sweater with a varsity letter, but no fads like cowboy boots or dirty white buckskin shoes.

The college reading room is just about the same size and just about equally busy. But it is quiet: so quiet, said one awed parent who was being shown around, that you can almost hear the crackle of brainwork. There may be an occasional low-voiced conversation and now and then a snore from somebody who has been bowled over by Lucretius, but on the whole there is silence and busy scribbling and the steady turning of pages. As you look around, you can see almost every American physical type: enormous blond youths whose ancestors came from Poland, the thin-boned Scotch-Irish boy with doggedness and solemnity engraved on his features, tall rangy Westerners, the soft brown or bright black eyes of the Italo-American, many Celts both dark and red, the keen faces of Jewish students, and many unidentifiable but interesting blends. There are some who study eagerly, covering the pages at a fast clip as though listening to an expert with whom they heartily agree. There are some who (cursing the time they wasted in high school) have to stop and read every paragraph twice. There are many with watches beside them, packing in a steady 20 pages an hour, and many others writing rapidly with frequent glances at the clock.

There are no girls. (Perhaps that is one reason the work goes so well.) Columbia's daughters are in a separate college, over in Barnard, with a library and teachers of their own.

In the Lion's Den

TO see the girls we must go to the Lion's Den in the evening. Peering through the cigaret haze and scanning the girls' escorts, you will decide that there is no single Columbia type. There are some lively intellectuals, some big powerful athletes whose boyish faces contrast oddly with the heavy maturity of their bodies, some noisy extroverts and some quiet introverts: nobody very rich, nobody crushingly poor.

But surely the students at Columbia have

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in extracurricular affairs. As president of his class he conducts meeting of students planning dance.

GRATEFUL'

and challenge teachers

something in common? Something that marks them out as different from the students of other colleges, here and in Europe?

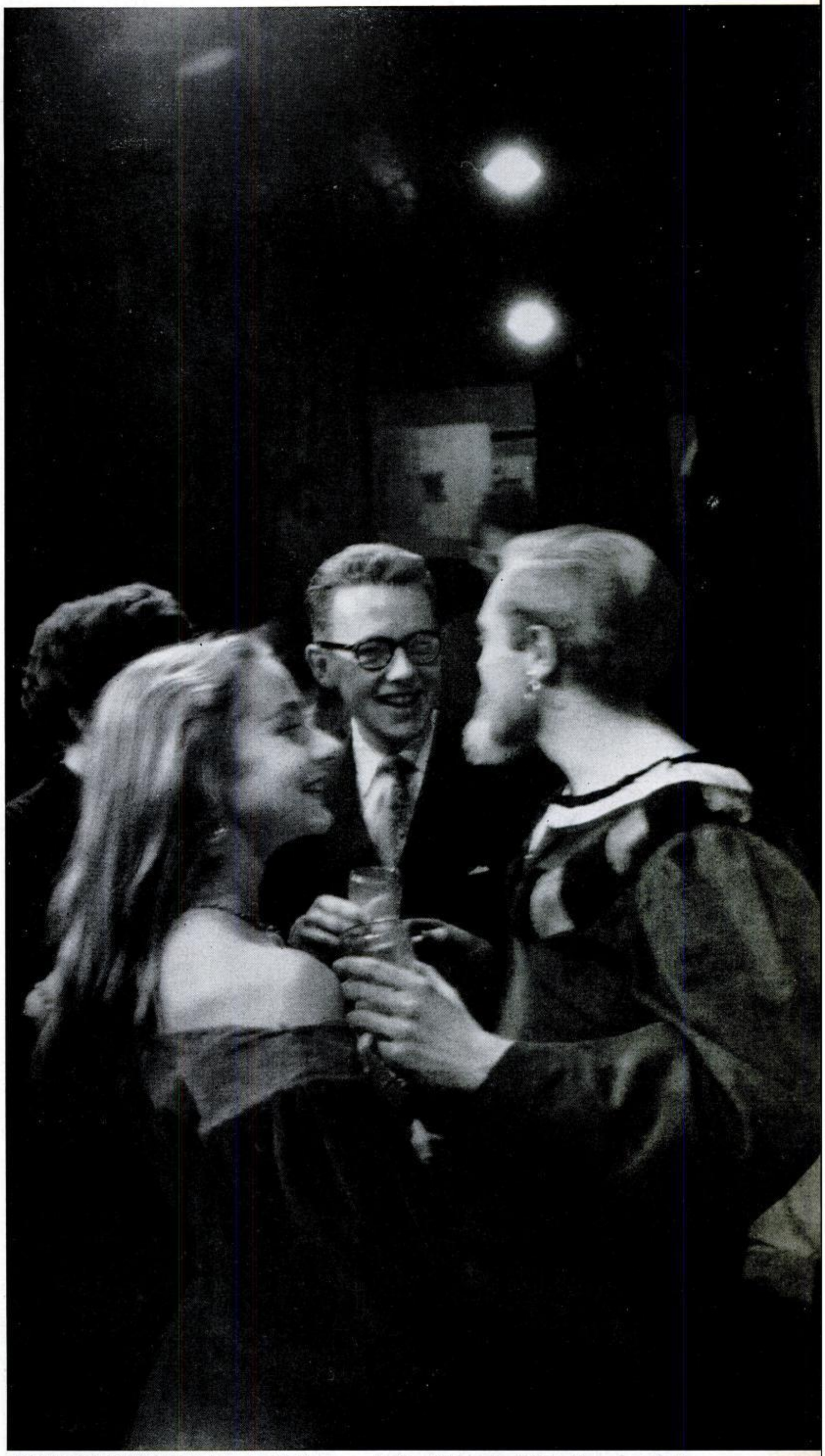
Yes, they certainly have, only it is hard to tell what, unless by contrast.

Recently one of Columbia's professors visited Midwest University on a lecture tour. He was invited to teach a couple of undergraduate classes in his own subject. He did, but he came out panting and exhausted. "It's tough," he said. "They want me to tell them *everything*, they write *everything* down, they look at me gravely, without asking a single question. Are they tired or do they distrust strangers?" His hosts explained that, on the contrary, the young men were full of respect: they simply never talked in class. The visitor thought of his own problem at Columbia, where he had to control a discussion group with three arguments going on at once, and sighed.

He went on to West Coast College: sunlit, spacious, surrounded by palm and eucalyptus. Columbia was never like this, he reflected, and his pupils, in retrospect, seemed to him less athletic, less healthy, less harmoniously adjusted. The West Coast campus was full of cheerful couples jouncing along with linked arms and books swinging in amorous unison. Little cars, with funny mottoes painted on their behinds, sped in every direction. Yet from conversations with his colleagues and with the young men themselves the Columbia visitor got the impression that not many of the undergraduates—apart from the scientists, who were the keenest in the country—were pitching hard into serious subjects. They were living pleasantly and growing up. Difficult enough, nowadays.

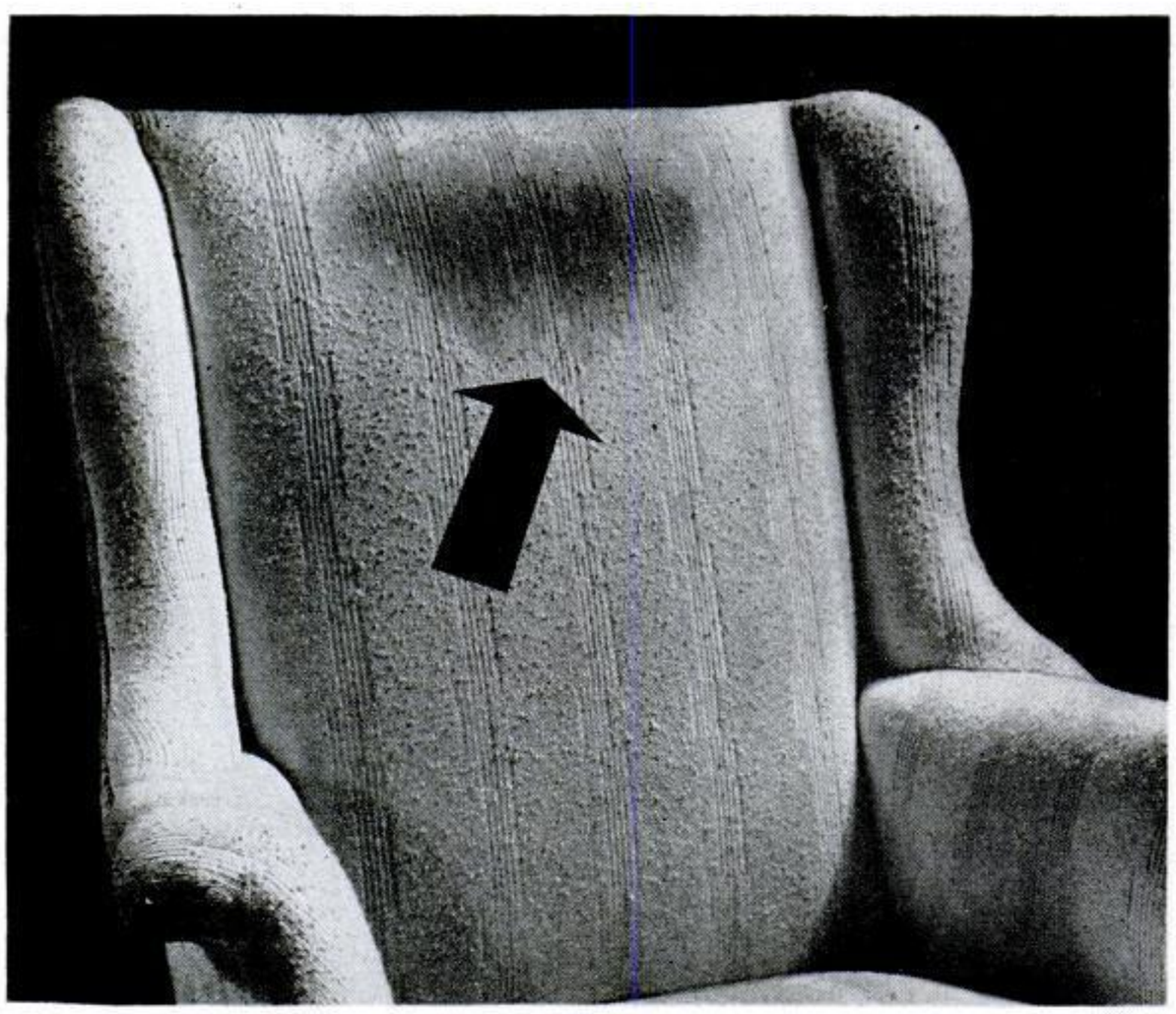
Turning eastward, the observer visited a number of New England colleges. He found the students more neatly dressed and more conventionally (or more gracefully) mannered than his own pupils. They were less nervous, or less quick on the trigger, or

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AT BACKSTAGE PARTY in Brander Matthews Theatre, which students use for productions, Joan Shelby of Barnard and John Ahrens (*center*) share joke with Lewis Banci, who played Iago in *Othello*.

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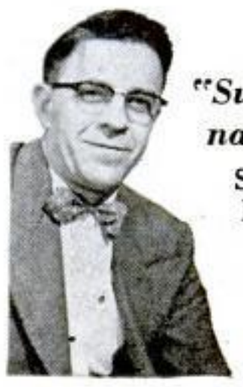
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more suave. They gave him the impression that they did not have to gulp down knowledge quite so rapidly: they felt it was all there, around them, being assimilated by osmosis, so it did not matter if they missed an hour's lecture here and there.

His Columbia pupils were less nonchalant. Some of them had to stand in the subway for an hour and a half before their first class, and then had to stand for another hour and a half on the way home, trying to recall and understand what they had heard and read and beginning to prepare their work for the next day. That was why they were rather eager. They were not nervous, or even overambitious, but they saw what was valuable and prized it.

He thought also that the young men in the majority of New England colleges were usually closer to the faculty than his own pupils. A few Columbia professors and instructors invited undergraduates to their homes, but not many. There was nothing like the house system at Harvard or the college system at Yale, nothing like the close association of tutor and pupil at Oxford and Cambridge. It was more like London or the Sorbonne. In a big city, pressures force people apart.

On the other hand the same pressures make it difficult for Columbia men to form into cozy little In-groups and chilly little Out-groups, worrying terribly about the next election to Eta Bita Pi, or spending 14 weeks on the effort to get good old Jo-Jo into the Cabal Club. Columbia is less fraternal, even less social, than other Eastern colleges of its own size. Its young men devote most of their time to reading and talking and thinking energetically about subjects that will be vital all through their lives.

There are a number of reasons for this.

First, Columbia chooses only promising students. Twenty-five hundred schoolboys apply every year. The admissions office takes in 700—less than one in three of the applicants. During the last few years three out of four freshmen admitted were in the top fifth of their high school class. The result is that it is quite difficult to teach at Columbia because you are likely to be confronted with tough questions or brilliant arguments from five or six different students at once. This helps to keep the faculty lively.

Then again it is obvious that New York is an exciting city. A young man coming in to spend four years in Manhattan, after being brought up in a small New England town, always finds that dozens of new ideas are generated in his mind. There is always more going on in New York than any individual, however energetic and versatile, can possibly cope with; and there are always more activities on the Columbia campus than any student can follow. The danger is not starvation but surfeit. Still, choice trains the will.

Also, Columbia College is a small college, but it is part of a huge and active university. Students in their junior and senior years can (with permission) attend classes given by the top authorities in their fields, who usually teach only graduate students. The enormous university library is open to them, whereas in small colleges it is usually impossible to read an abstruse book or a specialist periodical without borrowing it from some better endowed neighbor.

Further, Columbia draws its students from an enormous field. The 2,200 young men at the college today come from nearly every

CONTINUED ON PAGE 131

THE AUTHOR



Since 1937 students of Columbia University have enjoyed the Scotch wit and charm of Gilbert Highet, who carries the ponderous title of Anthon Professor of The Latin Language and Literature as lightly and as gracefully as he discourses on these matters and on the all-encompassing one of human nature. Graduate of the University of Glasgow and of Oxford, where he taught for five years, Professor Highet has had an opportunity to study the peculiarities and behavior of college men on both sides of the ocean. In his busy life he also finds time to write (*The Classical Tradition*, *The Art of Teaching*), translate, serve as literary critic of *Harper's* and deliver a weekly radio talk.

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state in the Union and from dozens of foreign countries. They come from no less than 300 different schools: 25% of them from preparatory schools and the others from public schools scattered all over the nation and the world. They stimulate each other by their very differences.

It is restful to go to a small college which draws chiefly upon local schools. But it is exciting and challenging to rub shoulders with men who were born thousands of miles from you and brought up with sharply different values: it breeds competition and criticism, and it also provides a wonderful training in tolerance. Both criticism and tolerance make fine preparation for a career in this difficult 20th Century.

So then, Columbia College students are molded into alert and energetic individuals—partly by one another, partly by the university, partly by the city and emphatically by the faculty. Every student has his own adviser who talks over his work and his future with him. If he gets into trouble, his case is sympathetically examined by the entire teaching staff at a meeting where his record is thrown on a screen and those who know him best recommend the best ways of helping him. The result is that only 4% fail to make the grade and have to leave the college.

How about the students' minds? Are they naive extremists, or cold conservatives, or thoughtful middle-of-the-roaders?

They seem to me to have more gumption than my friends and I had when we were in college. They look further ahead. They are far less romantic, far more willing to learn by experience. They will not swallow a theory at one gulp. The events of the past 10 years have toughened and sobered them. There was much Communist and some Fascist propaganda in many universities, here and in Europe, during the '30s and early '40s. It has weakened, gone underground or died away. I remember, while Josef Stalin was still the trusting ally of Adolf Hitler, passing outdoor meetings day after day on the Columbia campus, at which skillful propagandists (introduced from outside) vituperated against the "imperialist war" and were heard with interest if not with complete approval. But that was 1940. There was no such demonstration against the American reaction to Communist aggression in Korea; and the germ-warfare slanders were ventilated at only one small and ineffective indoor meeting, led by a woman who has since left the campus altogether.

The Columbia student, like his counterparts elsewhere, is still an idealist, as young men always are, but he wants to base his ideals on a hard foundation of fact and to take his time in building them. He is a crusader, but he has to know where the crusade is going and who is leading it. He is a patriot: he will not talk much about his patriotism, but if need be he will die for it.

Any further generalizations about Columbia men are pretty sure to be wrong. Looking back on the years I have taught them, I cannot see any remotest trace of uniformity. There was a boy from Arkansas with a ridiculous guffaw that set the whole class laughing: he was good at Latin. There was a tall and thoughtful boy from a "progressive" school in an Eastern state whose chief problem was getting rid of the intellectual laziness he said the school had instilled into him: he entered government service and is doing well. There was a charming young man from Yugoslavia who had been at an American school and then Belgrade University: he illuminated our discussion of Homer by telling the class about the heroic folk-poems still sung by Serbian bards.

They are all individuals and all different. The one important thing (apart from their brains) which they all have in common is their love for the energetic old lady who is just celebrating her 200th birthday and is still, year after year, bringing up a new generation of alert and grateful sons.

ANSWERS TO QUIZ ON PAGES 122, 123

1—*Martin Luther and The Protestant Reformation.* 2—*Peter the Great of Russia.* 3—*Adam Smith who wrote* The Wealth of Nations. 4—*Niccolò Machiavelli who wrote* The Prince. 5—*Jean Jacques Rousseau.* 6—*Auguste Comte, sociology.* 7—The Marriage of Figaro *by Pierre Augustin Caron de Beaumarchais.* 8—*Explorer John Cabot and England's Henry VII.* 9—*Hagia Sophia, built in Constantinople (Istanbul today) and consecrated by the Emperor Justinian.* 10—*Georges Seurat, pointillism,* Sunday on the Grand Jatte. 11—*Socrates, Plato.* 12—*St. Augustine.* 13—*Spinoza.* 14—*Edward Gibbon,* The Decline and Fall of the Roman Empire. 15—The Fifth Symphony in C Minor *by Beethoven.* 16—*Sir Jacob Epstein.*



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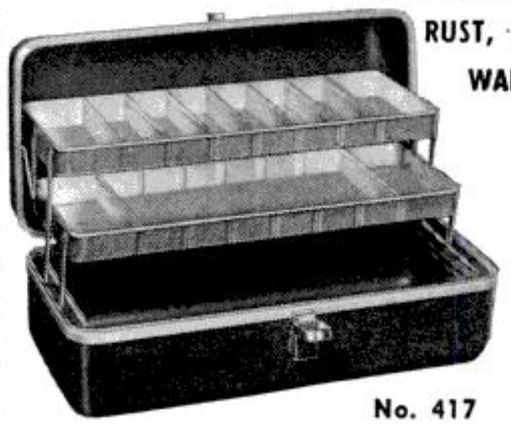


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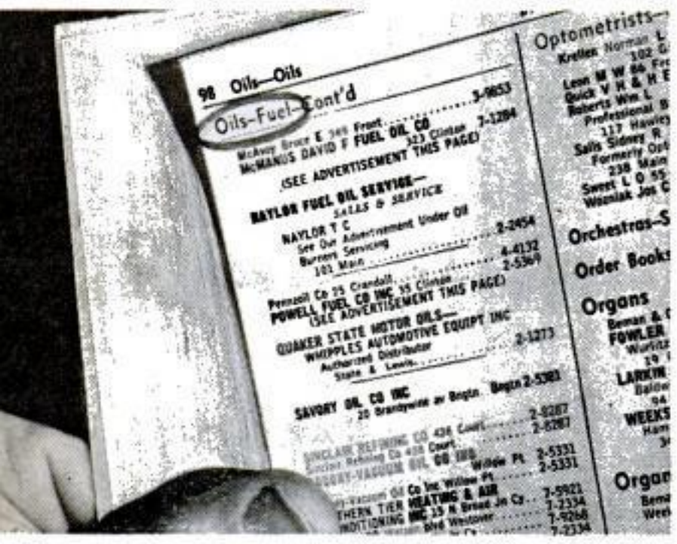
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PRESIDENT OF BLIND WORK ASSOCIATION, oilman Savory inspects new factory employing 75 local blind people. He played important part in raising money for this factory. As chairman of the mayor's citizens committee, and as a leading member of many other local activities in the Triple Cities (Binghamton, Johnson City, Endicott), Savory tries to repay the community which has been good to him.

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WITH FATHERLY HAND ON SHOULDER, NOTRE DAME'S FRANK LEAHY GIVES ENCOURAGING WORD TO IMPASSIVE PROTEGE AND SUCCESSOR, TERRY BRENNAN

YOUNG 'GENIUS' FOR NOTRE DAME

Terry Brennan comes back to the Old School at 25 to succeed his old football coach, Frank Leahy

The old coach, retiring after 11 seasons of bossing football's most glamorous team, gave his young successor an encouraging pat. Then Frank Leahy pulled himself together to say a few words to cheering undergraduates. When he was through there was an awkward silence. The new coach spoke up. "I'm naturally very excited," Terence Patrick Brennan said, without looking excited. He was only 25, the youngest man to assume a major coaching berth, but he did not fiddle with his tie or fumble with words. "A great man is leaving," he said. "I'll try to take up the slack."

Terry Brennan graduated five years ago from Notre Dame, where he had played for Leahy as a halfback. While studying law on the side, he coached Mt. Carmel High School to three Chicago city championships. Leahy calls him a "near genius" and last summer brought him to Notre Dame as freshman coach and his heir apparent. When Leahy, victim of a nervous collapse last fall (LIFE, Nov. 2), decided to retire, Brennan was appointed. Said Mrs. Leahy of her husband, "I guess I shouldn't say this but, gee, I'm relieved. That boy was really cracking, he was cracking fast."

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At Carling's we brew both beer and ale —and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor —that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.



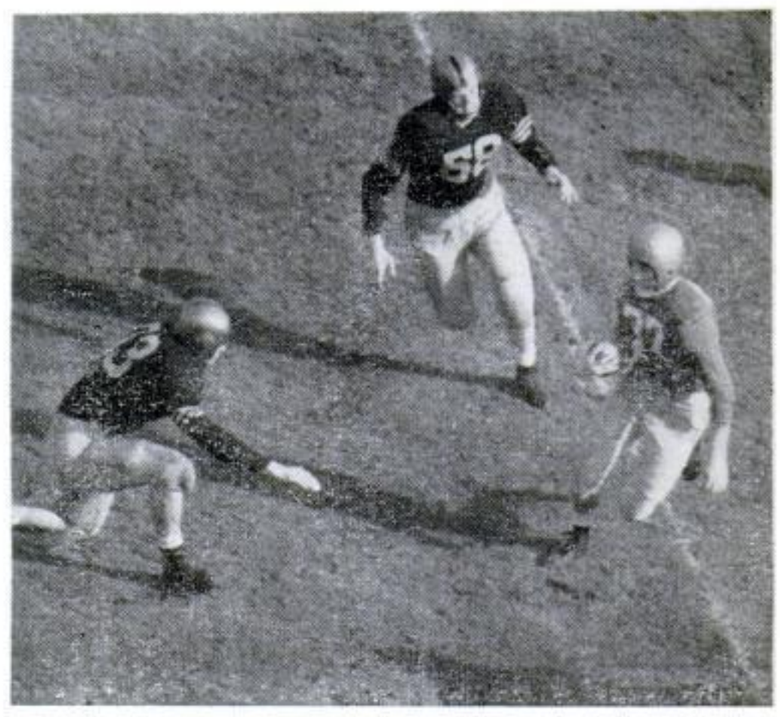
Tonight, why not try it? See whether *you* are one of those who find Carling's Red Cap Ale tastes even better than beer!

CARLING'S
Red Cap Ale

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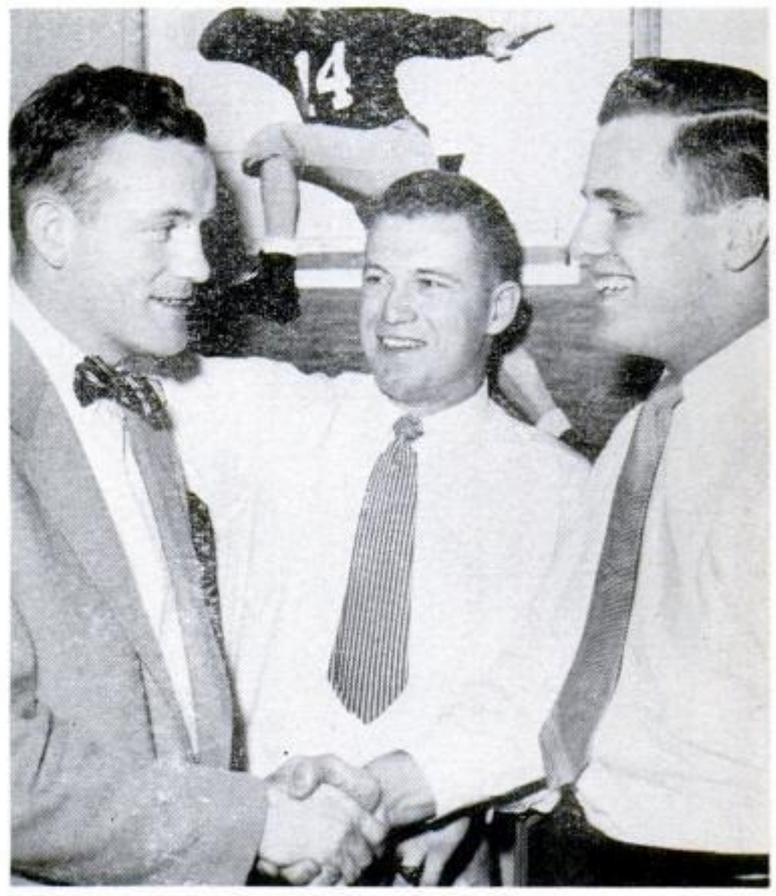
FOOTBALL FAMILY, the Brennans crouch for snapshot in 1938. Terry is at right. Brother Jim (*left*) was a Notre Dame back. Brother Joe played end for Marquette. Father Martin played for both Notre Dame and Marquette.



MOST FAMOUS PLAY Terry Brennan made at Notre Dame was running back opening kickoff for touchdown in 1947 Army game. A solid, reliable player despite bad knees, he was team's best pass catcher and its leading scorer.



HIGH SCHOOL COACH at Mt. Carmel, Brennan (*right*) gives warm greeting to his star back, Dan Shannon, in 1951.



NOTRE DAME COACH Brennan (*left*) catches up with his old pupil, Shannon (*right*), who is team's co-captain.



LEAHY'S FAREWELL took place at rally where students shouted, "We want Frank." Leahy (back to camera) addresses students while Notre Dame president, Father Hesburgh (*right*), and Brennan (behind president) listen.

CONTINUED ON PAGE 137

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ONE DOLLAR Pen . . . MILLION Dollar Ink!



Scripto® M.R.

PUSH BUTTON BALL PEN

The world's finest writing—at your own natural slant! Try your hand with a new Scripto, the only pen with original Rx ink, approved by banks—leak-proof-non-smear.

Two-Tone Fashion Colors

Handsome lifetime plastic barrel nestles neatly in your hand to speed the flow of thoughts on paper. You'll like the double-locking double-button control, with the distinctive red top.

$1.00 EACH
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Ask for Scripto products wherever pens and pencils are sold.

Always be sure of a genuine Scripto refill! Scripto's giant cartridge is the only one with non-smear Rx ink . . . only one to give you full flow of ink for weeks and weeks of extra writing.



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SCRIPTO SELF SHARPENING PENCIL—Writes better—longer with 4 in. Scripto leads

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The only original ink approved by bankers . . . developed specifically for ball pens . . . writes, dries instantly. Washes off clothes but permanent on paper—insured for a million dollars.

*Natural Slant** WRITING

Precision construction makes the vital difference! See how the tapered shoulder holds the special ball point so you write at your Natural Slant.



Ordinary ball points with unshaped shoulders and sunken ball drag paper—can write only when held nearly straight up.

Natural Slant SCRIPTO



Trim-edge point eliminates the shoulders and increases writing surface of ball—allowing pen to write when held at Natural Slant.

Scripto® M.R.

GUARANTEES THE BEST... *in writing!*

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Home of Mr. and Mrs. Warner Jones, Jr.



Your Key to Hospitality

Kentucky hosts of long ago pleasantly mingled gentle manners with friendly-tasting whiskey to establish a heritage of hospitality which has endured to this day. The same traditional bourbon which made Kentucky whiskeys famous is still produced in the authentic sour mash manner . . . is still yours to enjoy.

Call for OLD FITZGERALD today—call it by name.

OLD FITZGERALD

OLD FASHIONED... *but still in style*

STITZEL-WELLER DISTILLERY, Established LOUISVILLE, KENTUCKY in 1849

BONDED 100 PROOF
KENTUCKY STRAIGHT
BOURBON WHISKEY

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MODEST HOME, which Brennans moved into last August, will soon be vacated. Having signed three-year contract, new coach will buy a larger place.



BRENNAN FAMILY, wife Mary Louise, son Terence Kelley, 18 months, daughter Denise, 5 weeks, join Terence Patrick on sofa as he opens telegrams.



RETIRING COACH, Frank Leahy, after a tour of the football stadium, promised, "In the future I won't be so pessimistic about Notre Dame teams."



GOWN BY JAY THORPE

For always . . . your love . . .
your trusted diamond!

Artcarved
DIAMOND AND WEDDING RINGS

There's one way to be *sure* of your engagement diamond and wedding ring, too—and that's to insist on *Artcarved*. *Artcarved**diamonds are registered and guaranteed for color, clarity, cut and carat weight by one of the world's oldest and largest ringmakers, famous for over 104 years.

Whatever you pay, $75 up to $10,000 — *Artcarved's* nationally established prices—you can be sure of unequaled value, lifetime beauty. Look for the name *Artcarved* in the ring, on the tag.

And, remember, *Artcarved* wedding rings—made of specially hardened gold by an exclusive *Artcarved* process—are guaranteed for a lifetime, yet they cost no more than ordinary rings! *Artcarved* wedding rings from $8.00.

Free! Need help with your wedding plans and valuable ring-buying tips? *Artcarved's* "SILENT SECRETARY FOR BRIDE AND GROOM" gives you the important facts you want. Ask your *Artcarved* jeweler or write to J. R. Wood & Sons, Inc., Department L-1, 216 East 45th Street, New York 17, N. Y. Prices include Fed. Tax. Rings enlarged to show detail. Diamond rings shown available in 14K white or yellow gold.

NEW YORK • LONDON • AMSTERDAM • ANTWERP

Beloved by brides for more than a hundred years (1850-1954)

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SHERATON SET
Engagement Ring $200
Also from $100 to $3,000
Bride's Ring $46.25
Groom's Ring $69.50



BEEKMAN SET
Engagement Ring $175
Also from $150 to $950
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"FLOWER OF LOVE"
MAY BLOSSOM SET
Groom's Ring $45
Bride's Ring $39.50



CONSORT SET
Groom's Ring $39.50
Bride's Ring $35



CORNWALL SET
Engagement Ring $100
Also from $75 to $550
Bride's Ring $25



CASABLANCA SET
Engagement Ring $375
Also from $110 to $600
Bride's Ring $125

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BUYERS' MEETING is held in Nassau straw market by a quartet of Sylvania passengers to compare headdresses they bought before they returned to the ship.

TV Dealers Go on a Bonus Cruise

BIG FIRM TAKES SELLERS SAILING

Lately big corporations all over the U.S. have been spurring salesmen to new heights by offering rich bonuses ranging from sports jackets to Cadillacs to Paris vacations. The sales bonus idea reached a new height last month when Sylvania Electric turned an ocean liner into a private yacht for some 450 retail TV dealers who had earned a special reward by taking on 100 or more Sylvania sets last fall.

The boat was the *Queen of Bermuda* and the cruise took it from New York to the Bahamas and back. The waters were troubled and so were the passengers, many of whom had never been on a ship before. But they consoled themselves early in the voyage by watching TV on the 26 sets Sylvania had thoughtfully put aboard. And ashore in Bermuda, where they bought duty-free liquor and inspected a perfume factory, they felt better. In Nassau they bought funny hats and felt like seasoned tourists. The cruise cost Sylvania and distributors who helped finance it $400,000. But with U.S. customers playing hard to get, salesmen will need a lot more enthusiasm in 1954 and a bonus like this is a good way to arouse it.



BAREFOOT ON THE BEACH, Tony Agostinelli of Rochester, N.Y., Walt Brandt of Redwood City, Calif., Al Merriam of Buffalo, N.Y. stroll in Nassau.



SHIPBOARD ACCIDENT occurred in ribbon-cutting race when Mrs. Kenneth Tozzo snipped



down middle of 50-foot ribbon and cut partner's finger (*above*). He switched hands, but race was lost.



"PASS THE LIFESAVER," a shipboard game, is earnestly played by passengers with toothpicks.

← PLAYING DECK TENNIS FOR FIRST TIME IN THEIR LIVES, EXCITED PASSENGERS GET SET FOR A CATCH

CONTINUED ON NEXT PAGE

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Peter Piper picked the

Perfect Pizza

For People Everywhere



APPIAN WAY Pizza

NOW THE RAGE FROM COAST TO COAST

For quick, economical piping hot luncheons, dinners or party treats it's Appian Way. Just mix, fix, bake with your choice of fillings . . . sliced cheese, hamburg, chopped meat, sausage, fish—spiced with tangy Appian Way pizza sauce.



The Original
BAKE-AT-HOME
PIZZA
PIE MIX

IT'S EASY . . .
Just MIX, FIX, BAKE
PIPING HOT IN MINUTES AT HOME

Everything's in one package . . . the flour . . . fast raising yeast . . . secret recipe tasty Pizza Sauce.

NO KNEADING . . . NO ROLLING

At Good Grocers' Everywhere

FOOD SPECIALTIES, INC., Plymouth, Mass. San Jose', Calif.

For Colds lemon and soda

The juice of a lemon and ½ teaspoon of bicarbonate of soda (baking soda) in a half glass of water is an excellent neutralizer . . . helps reduce acidity. Liquids aid in reducing cold discomforts so take lemon and soda several times a day. See if it doesn't help you feel better! Just two teaspoons of soda in a glass of water makes a soothing gargle, too.



A HOUSEHOLD TREASURE

Arm & Hammer and Cow Brand Baking Soda are pure Bicarbonate of Soda, U.S.P. Write for **Free Booklet** on soda's many uses to Church & Dwight Co., Inc., Dept. L-2, 70 Pine Street, New York 5, N. Y.

low cost heat

Reznor on-the-spot heat

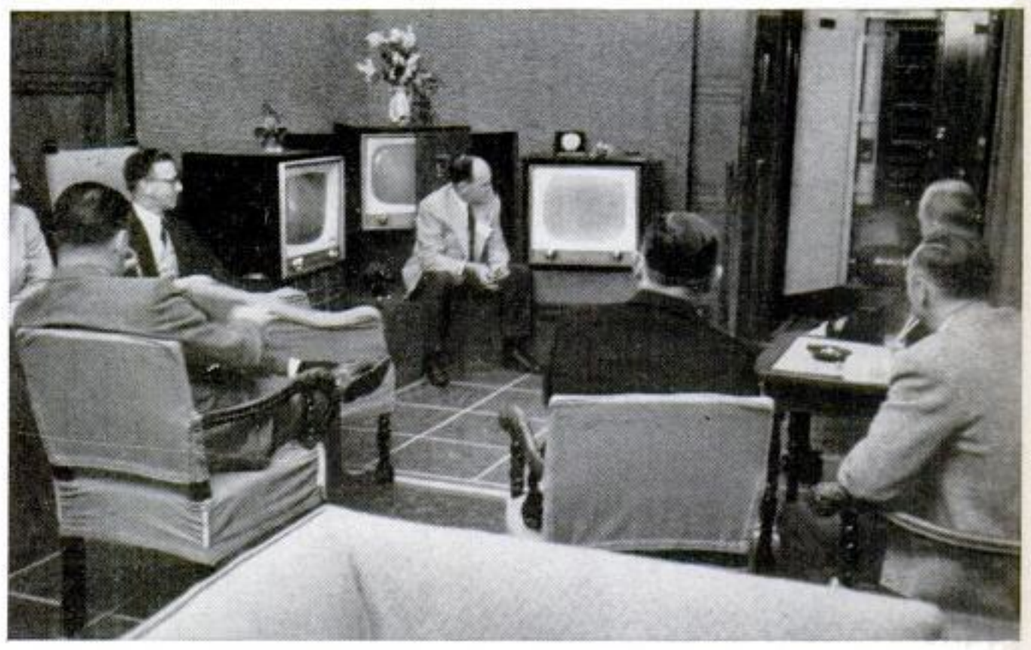
- Low Initial Cost
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Write today — for free informative booklet: Reznor Manufacturing Co., 101 Union St., Mercer, Pa.



THE WORLD'S LARGEST-SELLING GAS UNIT HEATER

REZNOR HEATERS



POPULAR PASTIME the first night out is watching mystery programs and sports events on TV. Clear image lasted until the ship was 242 miles at sea.



UPSIDE-DOWN HAT is tried out at outdoor lunch in Nassau by George M. Cohan. He comes from Chicago and is not related to the famous entertainer.



POSING ON THE BATTLEMENTS of Fort Charlotte in Nassau, passengers line up for one of thousands of pictures. *Queen of Bermuda* lies offshore.

CONTINUED ON PAGE 142

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No other bandage sticks like BAND-AID Plastic Strips with Super-Stick

TRADE-MARK

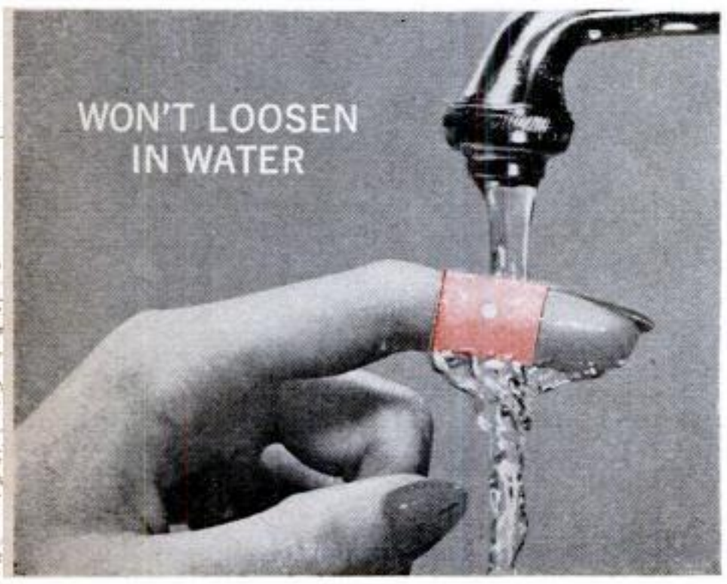
PATENTS PENDING

AMAZING BOILING WATER TEST PROVES IT!



Just touch a BAND-AID Plastic Strip to an egg. (Be sure the egg is dry.) It sticks so firmly you can lift the egg.

It stays on even when you plunge the egg into boiling water—holds so securely you can lift the egg out again.



No other bandage stays on so well—or stays so neat!

Wash it! Soak it! It won't come off or get soggy. The thin, flexible plastic fits like your skin and washes clean.

And BAND-AID Plastic Strips are skillfully flesh-toned and textured to blend with your skin.

Johnson & Johnson



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It pays to wear shirts with a "professionally-done" look!



A man looks better, feels confident and at ease when he *knows* his shirt looks right! Yet very few shirts done at home ever have that finished, "professional" look.

It's different with professional laundries — they turn out shirts with a fresh new look every time! To give their work a smooth, wrinkle-free appearance, to keep shirts pliable, free from harshness or scratchiness, laundries use Velvet Rainbow Starch — a professional product not available to housewives. Shirts dressed with Velvet Rainbow *stay* good-looking and comfortable — right through the day and on into the evening. So send your shirts to a professional laundry that uses Velvet Rainbow — you'll *see* and *feel* the difference! The Huron Milling Co., 9 Park Place, New York 7, N. Y.

SHIRTS STAY BETTER LOOKING LONGER
WHEN A PROFESSIONAL LAUNDRY DOES THEM



● Ask your grocer for the SUN-MAID 6-PACK. Six pocket packages just right for between meal snacks!

NOW FLAVOR-PROTECTED WITH CELLOPHANE

Free catalog describing LIFE's 35 mm filmstrips in color and black-and-white. These educational filmstrips are based on LIFE's pictorial essays in the fields of history, art, science and social studies.

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Ask for A.1. when dining out, too!

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Best buy for sheathing, siding, paneling, built-ins. For "Plan with Plywood" send 10c to Douglas Fir Plywood Assoc., Tacoma 2, Washington, or see your lumber dealer today!

Buy Only DFPA-Grademarked Panels

DOCTORS AGREE:



Menthol is Important in Relieving Colds!



Luden's Menthol Medication goes where your cold goes—to help clear your nose, to help soothe your throat. You get FAST relief.



WEIGHTY PROBLEM—what sort of liquor to buy at cut-rate Bermuda prices—besets Mr. and Mrs. Anthony Agostinelli. They finally chose cognac.



WEIGHTY LOBSTER, an eight-pounder, is inspected at a Bermuda restaurant by Mrs. Agostinelli. "I'm a big lobster eater," she said but did not buy it.

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COULD *YOUR* DOG PASS AN EXAMINATION FOR LIFE INSURANCE



...On same basis as humans?

65% CANNOT!

HE CAN-if Fed Exclusively on Ideal

Here's shocking news to you dog owners who believe your dogs are well fed:

A famous clinician* has just revealed that, if dogs were human, 65% could not pass exams for insurance . . . because of poorly balanced diets. These dogs, like yours, are undernourished, even though it is not apparent to you.

PROOF that Ideal is the Completely Balanced Food!

In other authenticated studies by one of America's leading nutritionists*, every one of hundreds of dogs fed exclusively on Ideal Dog Food were robust and disease-free! *Thus Ideal provides total superiority in feeding!*

Your dog will be more vigorous and healthy on Ideal Dog Food, too.

Made by Wilson and Co., one of America's largest and finest Meat Packers, Ideal is compounded like a prescription . . . is laboratory controlled and Government Inspected every step of the way. Each ingredient is in exact balance for nutritional sufficiency. Ideal supplies *all* the minerals . . . *all* the vitamins . . . *all* the balanced proteins of a complete 7-Course Meal—everything needed for improved vigor, eyes, coat and skin in your dog or cat. Start feeding Ideal today.



***Only* Ideal Dog Food Claims**

IT HAS ALL THE MINERALS, VITAMINS AND PROTEINS OF

"A Complete 7-Course Meal"

WILSON & CO. INC.

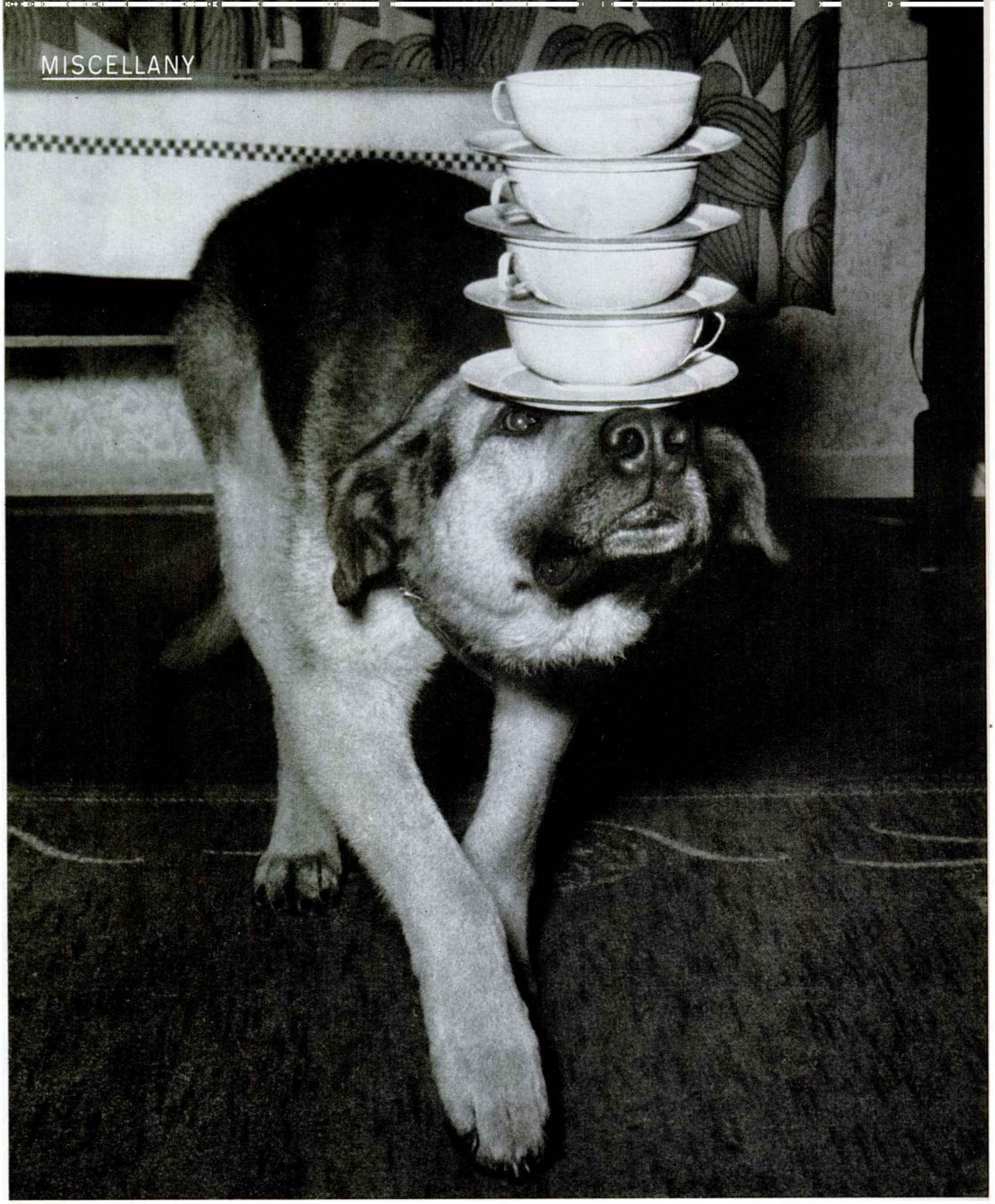
MEAT PACKERS

*Names on request.

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GIVE YOUR DOG A GOOD DEAL . . . a Good Deal of Ideal

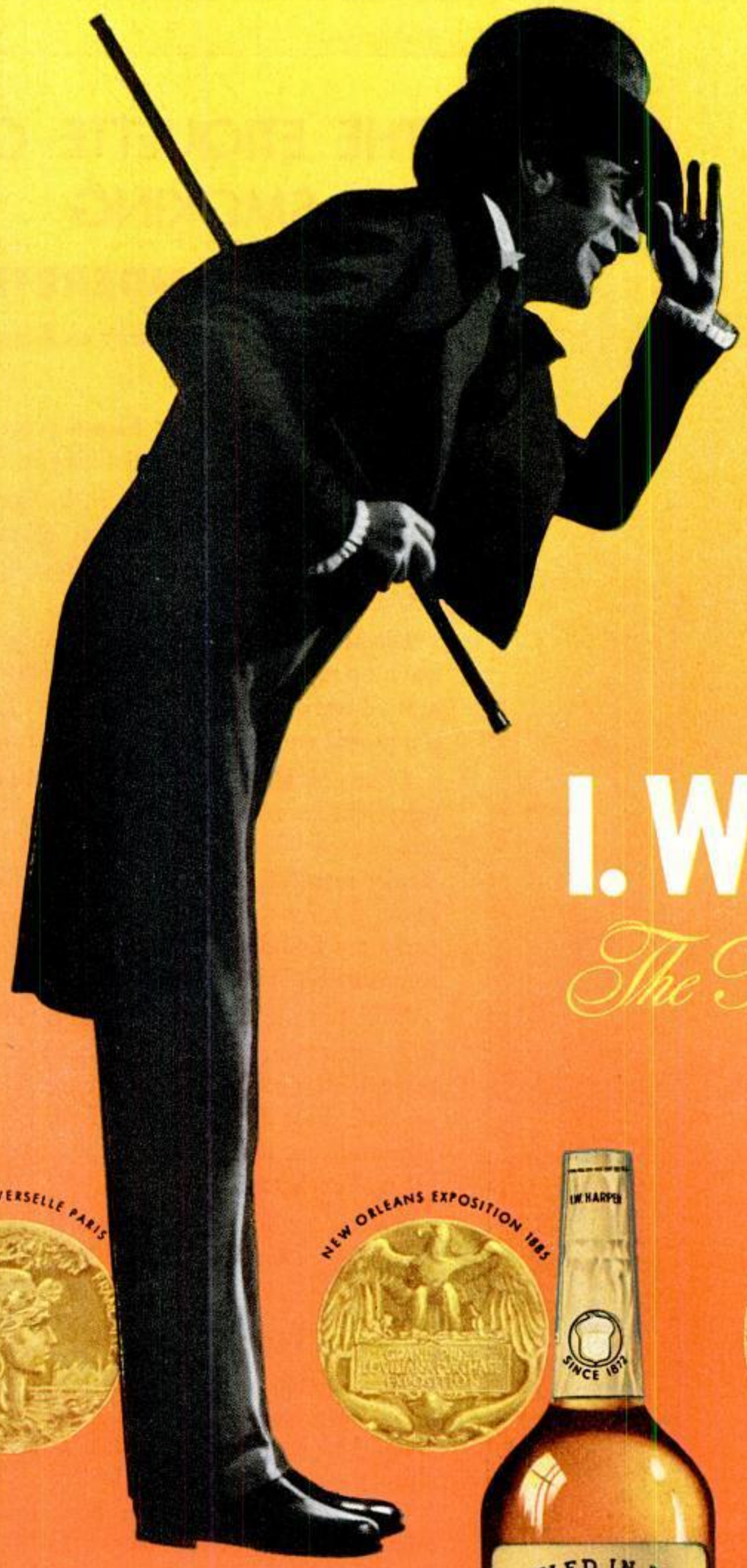
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OLD DOG TRAY

When Ferdinand Hatzinger, a 48-year-old Munich locksmith, was divorced several years ago, a friend decided he needed a companion and gave him an Alsatian puppy named Sepp. The two became inseparable, and one day Hatzinger, playfully putting a beer stein on the dog's nose, discovered that Sepp could balance it by himself. Soon his master let him try a cup and saucer. Now, 3½ years old, Sepp is so proficient he walks the length of Hatzinger's furnished room balancing a coffee service for four. Because Sepp occasionally drops the load, Hatzinger never fills the cups with coffee, but the willing dog keeps doing the stunt day after day, faithfully adding a touch of domesticity to the life of the lonely locksmith.

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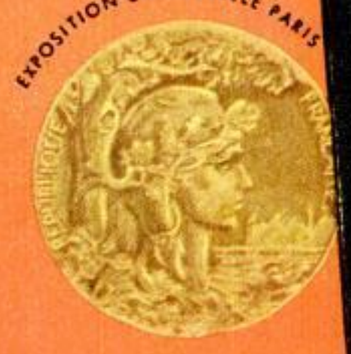
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that money can buy

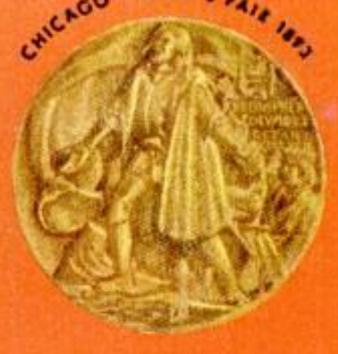
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since 1872

The Gold Medal Whiskey







it's always a pleasure

to drink . . . to serve . . .

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KENTUCKY STRAIGHT *Bourbon*

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IT'S ALL A MATTER OF TASTE



THE ETIQUETTE OF SMOKING

by AMY VANDERBILT

America's Foremost Authority on Etiquette

MEMO TO LUCKY STRIKE: Please print the following exactly as I am dictating it.

Some people say I was a little hard on smoking in my new book on etiquette. Actually, I was hard on smokers—some smokers.

I do not like ash droppers. I dislike cigarette butts on my hearth, in my potted plants and ground out on my best china. I do not like to see people smoking throughout their meals.

I like considerate smokers. I like to see a man light his woman companion's cigarette, and not make her do it. I like to see a woman smoke gracefully and moderately. I like to know my escort is thoughtful enough to carry my brand of cigarette, which, not so incidentally, is Lucky Strike.

Why Luckies? This may sound trivial, but I like the clean, white, simple package. Even more important, I like their taste. I don't smoke a great deal, but when I do, I want a cigarette that tastes better to me than any other. That's Lucky Strike.

No matter which way you look at it, it certainly is true that smoking is all a matter of taste.

Memo to Smokers

Once you stop to think about it, we believe you'll agree that smoking *is* all a matter of taste. And once you've smoked Luckies, we think you'll agree they taste better.

The reason why Luckies taste better is twofold. (1) L.S./M.F.T.—Lucky Strike means fine tobacco. (2) Luckies are made better to taste better.

So, Be Happy—Go Lucky. Enjoy the cigarette that tastes better. And remember, Luckies are made by The American Tobacco Company, America's leading manufacturer of cigarettes.

COPR., THE AMERICAN TOBACCO COMPANY

LUCKIES TASTE BETTER

CLEANER, FRESHER, SMOOTHER!

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